

# SMOKESHOP

THE INDUSTRY AUTHORITY ON SPECIALTY TOBACCO RETAILING

SMOKESHOPMAG.COM | APRIL 2018

PRODUCT SPOTLIGHT  
**TPE** 2018

## Biggest Yet

*Tobacco Plus Expo Grows, Bolsters Educational Tracks and Seminars, and Adds NATO Industry Outlook 2018*



Plus:

- > The Making of a Proprietary House Brand: The Clayton Reserve
- > Texas Retailer Underground Cigars Celebrates Boutique Cigars
- > Cigar Warnings are Coming in August: Will You Be Compliant?





**NOW  
AVAILABLE IN  
SOFT OR HARD PACKS\***

*\*Large Cigars available in Soft & Hard Pack - Heavyweight in Soft Pack only.*

OHSERASE MANUFACTURING, LLC  
1-888-631-4039 ~ sales@ohserase.com





# DEAN'S

PIPE TOBACCO



# Farmer's Gold

PIPE TOBACCO

OHSERASE MANUFACTURING, LLC  
1-888-631-4039 ~ sales@ohserase.com



# Contents

>>> April 2018 • VOLUME 45, NUMBER 2  
www.smokeshopmag.com

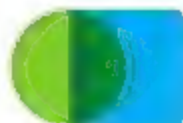


Cover photo: Kretsch International

## Departments

6	Editor's Letter	12	Industry News	40	Pipe Update
8	Retailing News	18	Personnel Moves	42	Brand News
		20	Calendar	48	Product Showcase
		38	Smokeless Update	50	Ad Index

delfort



At delfort, we're passionate about ground-breaking innovations and progressive thinking. And we rely on a simple formula to help us deliver excellence every time: tailor-made solutions that fit perfectly with your needs.

thinstar  
plus  
60gsm

As the global innovation leader in special and functional papers, we offer specialized products, outstanding services and customized solutions. Committed to contributing to the success of our local and global industrial customers, we at delfort deliver exceptional results through collaboration, expertise and technology.

Tobacco Reporter is printed exclusively on delfort's thinstar plus 60gsm.

## Features

- 22** RETAIL UPDATE  
**The Clayton Reserve: Creating a Signature House Brand**  
When the owners of The Clayton cigar lounge wanted a custom blended house brand, they turned to consultant Alex Svenson.  
*By Seth Schwartz*
- 24** RETAILER SPOTLIGHT  
**A Boutique Cigar Party**  
Texas retailer caters to an active consumer niche focused almost exclusively on boutique brands.  
*By Frank Seltzer*
- 26** TRADESHOW REPORT  
**TPE 2018: Building Business in Challenging Times**  
Keynote speaker Jonathan Drew, founder of Drew Estate, challenged the industry to think creatively.  
*By E. Edward Hoyt III*
- 32** REGULATION FOCUS  
**Rethinking Substantial Equivalence Process**  
Will the FDA's ugly duckling receive a court-ordered makeover?  
*By Bryan Haynes*
- 34** CAA INSIGHT  
**Change is Nothing New**  
Whether in business or life at large, the only thing that stays the same is that everything changes.  
*By Craig Williamson*
- 36** NATO NEWS  
**Update on FDA's Cigar Warning Label Mandate**  
Following a slight delay, the FDA's cigar warnings come into effect this summer. Are you ready?  
*By Thomas Briant*





**FLAVOR,  
SO WILD,  
A BOTTLE BARELY  
CONTAINS IT**

**FOUR NEW FLAVORS!**

*PG & VG Nicotine Options: 0, 3, 6, 12*

*Bottle Size: 60ml*



FOR WHOLESALE INFORMATION, CONTACT NICOPURE LABS AT [SALES@NICOPURE.COM](mailto:SALES@NICOPURE.COM) OR 888-270-2449.

WARNING: Use of this product will expose you to nicotine, a chemical known to the State of California to cause birth defects or other reproductive harm, and other chemicals known to the State of California to cause cancer.



# Editor's LETTER

## Tackling Chinese Counterfeits Requires Cooperation from Chinese Authorities

In February, Turning Point Brands, Inc., the parent company of North Atlantic Operating Company, announced that police from the city of Yiwu in Zhejiang Province in China began a coordinated set of actions in multiple Chinese cities targeting what appears to be the country's biggest networks supplying counterfeit cigarette paper products to the United States.

North Atlantic is the exclusive licensee of the Zig-Zag brand of cigarette papers in North America, but the news certainly comes as a welcome development to the entire category.

Police have disclosed that investigations, raids, and detentions had already taken place against manufacturing facilities, packaging suppliers, and trading companies in Yiwu and other cities. Police discovered that the counterfeiters have been copying virtually every major international cigarette paper brand, including the Zig-Zag brand for the United States.

The actions have been supported with information and other assistance from the Yiwu Tobacco Monopoly Bureau and the enforcement support team at Alibaba—the Chinese multinational e-commerce, retail, Internet, and technology conglomerate that's active in consumer-to-consumer, business-to-consumer, and business-to-business sales services via web portals, as well as electronic payment services, shopping search engines.

According to Turning Point Brands, it is expected that the police investigations will be completed by mid-2018, after which prosecutions may be brought against the key individuals behind the network. It is also expected that information identifying those companies and individuals in the United States purchasing counterfeit cigarette papers will be supplied.

"North Atlantic Operating Company has a zero-tolerance policy with respect to counterfeiting of its products," said James Dobbins, senior vice president and general counsel of North Atlantic Operating Company. "The company's brand protection team has investigated distributors of fake papers for several years, filing legal actions wherever possible in the United States. We anticipate taking actions against those in the United States who are identified and revealed in these investigations.

According to Dobbins, the latest actions by the Chinese police clearly demonstrate the resolve of the Chinese government to address the problem at its roots, a sign that headway could be achieved in tackling this enormous problem.

Dobbins said that Turning Point Brands has been informed that the Yiwu police have seized several hundred thousand booklets of counterfeit cigarette papers of many popular brands, packaging materials sufficient to produce millions of additional units, sophisticated production equipment, and extensive production and sales data.

According to Dobbins, North Atlantic Operating Company has devoted substantial resources to pursue investigations and enforcement actions throughout the United States, targeting internet sellers, bricks-and-mortar distributors and retailers. "While this has increased administrative expense, we believe it has also increased our sales of Zig-Zag cigarette papers in the United States. We expect to continue these activities for the foreseeable future," said Dobbins.

Ted Hoyt, Editor

## SMOKESHOP

THE INDUSTRY AUTHORITY ON TOBACCO RETAILING

Editor & Associate Publisher	E. Edward "Ted" Hoyt III
Art Director	Lily Coleman
Production Coordinator	Melinda Ayala
Contributors	Thomas Briant Brian Haynes Seth Schwartz Craig Williamson

### LOCKWOOD TRADE JOURNAL CO., INC.

President & Publisher	Robert M. Lockwood
Bookkeeper	Roxanne Cordova-Melendez

### ADVERTISING SALES

**Robert M. Lockwood**, President & Publisher  
Tel: (212) 391-2060, ext. 109  
robert@lockwoodpublications.com

### George Lockwood

Special Sales Representative  
Tel: (413) 548-9700 | Fax: (413) 548-9722  
167 Shutesbury Road, Leverett, MA 01054  
lockwood.george@gmail.com

### SMOKESHOP MAGAZINE

Lockwood Trade Journal Co., Inc.  
3743 Crescent Street, 2nd Floor  
Long Island City, NY 11101  
Tel: (212) 391-2060 | Fax: (212) 827-0945  
Email: info@lockwoodpublications.com  
Web: smokeshopmag.com

**Editorial submissions:** Send new product announcements, corporate news, calendar events, letters to the editor, or story ideas to the Editor, editor@smokeshopmag.com.

SMOKESHOP (ISSN 0146-9266 print edition; ISSN 2331-8562 online digital edition), established in 1970, is published bimonthly (February, April, June, August, October, and December) by Lockwood Trade Journal Co., Inc., 3743 Crescent St., 2nd Floor, Long Island City, NY 11101 U.S.A. Postage paid at New York, NY and at additional mailing offices. Annual subscription rates: United States, \$24; Canada, \$34; all other countries \$49 by surface or \$69 by airmail, payable in advance. Copyright ©2017 by Lockwood Trade Journal Co., Inc. The contents of SMOKESHOP, and all articles, illustrations, photos, etc. are copyrighted and may not be reprinted except by permission. CPC agreement number 1477773.

**POSTMASTER:** Please send all address changes to SMOKESHOP Magazine, P.O. Box 385, Congers, N.Y. 10920-9985. Single Issue: US\$15

*Smokeshop Magazine is a Member of:* International Premium Cigar & Pipe Retailers Association (IPCPR); National Association of Tobacco Outlets (NATO); and Cigar Rights of America (CRA).





**YOUR CUSTOMIZED  
ROLLING PAPERS  
PRODUCER SINCE 1910**



Roll4You has been a rolling paper specialist since 1910, producing customized products in a full line of sizes. You can choose from over 30 different cigarette paper grades, which on request are available in various colours, as well. Like white paper, from nearly transparent to fully white, but also pink paper and natural unbleached paper from wood fibres as well as from textile fibres. Other colours are possible and will be developed together with you to your specification.

Low basis weight cigarette papers are recommended to be embossed. Embossing enhances the transparency your smokers are looking for in low weight paper grades. Additionally, your brand is easily identifiable and recognisable thus protected against possible misuse. Your design on the paper can communicate your brand whilst giving the paper a seal of quality and authenticity.

The embossing design is applied, after slightly moisturising the paper with steam, by an embossing cylinder under a pressure of up to 200 kPa at temperatures around 110°C. The finishing touch comes from adjusting the speed – with sensitivity and great care, we ensure your embossing design is optimally tailored to your specific design needs and the paper grade selected.

Your brand's rolling papers can be further customized by, for example, a printed first leaf in the booklet, or an interleaved run-out-slip: a signal leaf, informing the smoker how many leaves are remaining in the booklet. Various other customisations are available. We would be more than happy to share our experience and expertise with you, to tailor your brand of booklets to your smokers' specific preferences and needs.

You can find more information at [www.roll4you.com](http://www.roll4you.com)  
or contact directly [roll4you@delfortgroup.com](mailto:roll4you@delfortgroup.com)



## Blend Bar with Davidoff Cigars Establishes World's First Certified Cigar Sommelier Tobacconist

*Luxury Cigar Bar Holds Grand Opening for Fourth Location in Houston*

INDIANAPOLIS—Blend Bar with Davidoff Cigars announced that Richard Payton, who is a Certified Retail Tobacconist by the Tobacconist University of Princeton, N.J., has now also become the first Certified Cigar Sommelier Tobacconist (CCST).

Corey Johnston, president of Blend Bar, said the CCST designation is not only a first for the cigar bar, but also the industry.

"Richard has been with us since our very first day in business back in August 2014 and has dedicated himself to world-class service to all our guests," said Johnston.

"He has spent years mastering the world of cigars and through his passion and commitment to his craft has established himself as a leading expert in the cigar industry."

Jorge Armenteros, president and founder of T.U. ([tobacconistuniversity.org](http://tobacconistuniversity.org)), said that Payton "quietly made history by becoming the first Certified Cigar Sommelier Tobacconist (CCST) in the world. Future certified tobacconists and consumers will soon recognize the importance of this accomplishment as Tobacconist University certifies cigar sommeliers in some of the most prestigious and impressive hotels, lounges, bars, and country clubs around the world."

Also receiving the designation of Certified Cigar Sommelier Tobacconist at Blend Bar are Rocky Croyle, at the Pittsburgh location; Ryan Davidson, at the Nashville location; and Jara Murphy, at the newest location in The Woodlands, Texas, in the greater Houston area.



> Blend Bar with Davidoff Cigars opened Jan. 20 in The Woodlands, Houston, Texas.



Murphy joined Blend Bar Houston in December as manager of operations and marketing, along with Todd Allen as general manager, in preparation for the new location's grand opening in January 2018. Murphy previously served as general manager of The Briar Shoppe in Houston and national brand ambassador for cigar manufacturer A.J. Fernandez, and currently serves as Secretary on the board of the Texas Cigar Merchants Association (TxCMA), a group of Texas based retailers fighting against smoking bans, higher cigar taxes, and unfair government regulation.

Allen has over 25 years of hospitality and management consulting experience at five of the top 10 prestigious clubs in Texas including The Dallas Country Club, Midland Country Club, The Clubs at Carlton Woods, and the Clubs of Houston Oaks. Founding and Charter member of Club Managers Association Wine Society, he acted as COO and General Manager during the development stage and start-up of The Legends Sports Complex, a 100,000 sq. ft. multi sports and professional instruction facility in The Woodlands, Texas. He also consulted and operated as general manager for Jim Crane, owner of the Houston Astros, in his Homerun Italian, LLC restaurants concept.

"We continue to invest in people to support our growth into a national brand. Ultimately, people make a difference in any company and we believe Todd and Jara will be one of the strongest management teams in the industry," said Johnston.



## Smoking Shed Promo from C&A, Espinosa

Cornelius & Anthony and Espinosa Cigars launched a Smoking Shed Promo on March 10 exclusively in conjunction with Almost Havana in Hurricane, W. Va.. Throughout the year, every box of Cornelius & Anthony and Espinosa cigars purchased at Almost Havana will come with a ticket for the custom shed raffle. The 10 by 12 foot treated wood shed with metal roof, double barn doors, window, and insulated bead-board walls and floor includes an electrical package and features three club chairs with ottomans, two side tables, 50in smart TV with console table, rug, faux fur blankets, a mini fridge, electric fireplace, portable AC, ashtrays, and framed art. The drawing will take place on December 31st.



> Several major public health groups sued the **Food and Drug Administration** on March 27 for delaying certain rules for electronic cigarettes and cigars.



A black and white photograph of a woman with long dark hair, wearing a traditional Native American dress with intricate patterns. She is holding a lit cigarette in her right hand. The background is dark, and the overall image has a high-contrast, graphic quality. The title text is overlaid on the right side of the image.

# THIS IS NATIVE COUNTRY

[dan@native.net](mailto:dan@native.net)

SURGEON GENERAL'S WARNING:  
Smoking Causes Lung Cancer,  
Heart Disease, Emphysema, And  
May Complicate Pregnancy.





## An AMERICAN LEGEND



### MISSOURI MEERSCHAUM CORN COB PIPES

- Wide selection of popular styles
- Quality old world craftsmanship
- Sweet smoking and long lasting



400 W. Front Street • PO Box 226  
Washington, MO 63090 • 800-888-2109  
pipes@corncobpipe.com

## ► Casa de Montecristo Partners with Mancave Cigar to Open 28th Premium Cigar Lounge in Hallandale, Fla.

HALLANDALE, FLA.—Continuing its expansion and partnership with some of the best retailers across the country, Casa de Montecristo announced it is opening a new upscale cigar lounge in South Florida.

The new store is a partnership between CdM and Mancave Cigar, LLC by Benjamin Grynbaum, who currently operates the Mancave cigar lounge in Fort Lauderdale.

Casa de Montecristo by Mancave is slated to open this spring at 801 N. Federal Highway in Hallandale, Fla. with 2,100 square feet featuring a full bar with beer, wine, and spirits, in addition to the highest quality hand-rolled cigars. It will represent CdM's 28th owned or licensed premium cigar lounge in the country.



"Casa de Montecristo carries the Montecristo banner and with it the tradition and experience of one of the most recognized and appreciated cigar brands in the world," said Grynbaum. "Combined with our excellent service and know-how at Mancave Cigar Lounge, we are looking forward to a great run," he said.

"We believe Casa de Montecristo's experience and commitment to customer attention and satisfaction will make this new location a great success," said Steve Lochan, chief executive officer of CdM. "This new Casa is a great example of our commitment to partnering with some of the best retailers in the business to create comfortable atmospheres dedicated to the needs and taste of the community.

"Since opening our first location more than a decade ago," Lochan said, "Casa de Montecristo remains as relevant to today's premium trends and adult consumer desires as it is to respecting the essence and values of the fabled Montecristo brand. This is an homage to both modernity and tradition."

## ► New&Notable

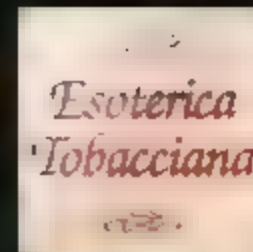
> Silo Cigars, Inc. of Knoxville, Tenn. has opened a new location in



Sevierville, Tenn., doing business as **Havana Cigar Factory**. The new store features a large walk-in humidor and is co-located within Old Tennessee Trading Company, which merchandises an eclectic selection of items all related to the adjacent Thunder Road Distillery, including Black Mountain rum cakes, beer cheeses, candies, coffee, popcorn, salsa, jams and jellies, apparel, a custom line of craft beers, and cigars. The company is currently working on bringing a line of distillery cigars to market.



# FAVORITES



800-22-CIGAR  
800-222-4427  
sales@arangocigarco.com  
arangocigarco.com



3170 Commercial Ave  
Northbrook, IL 60062



## ► Swedish Match Acquires House of Oliver Twist

ODENSE, DENMARK—Swedish Match has acquired House of Oliver Twist A/S, a privately held Danish smokeless tobacco company headquartered in Odense, Denmark.

House of Oliver Twist A/S has over 200 years of history and is Denmark's oldest independent tobacco manufacturer. Since 1974, the company had been owned by Michael Drest Nielsen and his family. House of Oliver Twist develops, produces, and sells chewing tobacco bits made from processed tobacco strands under the brand Oliver Twist. The company's main markets are in Scandinavia and certain other EU countries. The company has 33 employees and annual revenues amount to approximately 60 million Danish Krone (\$9.95 million). The transaction was slated for completion on April 3.

"Oliver Twist is a good complement to our smokeless portfolio and will provide increased depth to our chewing tobacco offerings, especially in Europe," said



Lars Dahlgren, president and c.e.o. of Swedish Match.

In commenting about the transaction, Michael Drest Nielsen, former owner of House of Oliver Twist A/S, said, "It was important to us to find a buyer who shares the same vision for smokeless tobacco as us. With their resources, competence, and knowledge within smokeless tobacco, Swedish Match will give Oliver Twist better opportunities to develop and grow."

Details of the purchase price have not been disclosed. Since 2016, U.S. distribution of Oliver Twist products have been handled by Scandinavian Tobacco Group Lane.

## ► McClelland Tobacco Closes Down Operations

KANSAS CITY, MO.—McClelland Tobacco Company, a craft manufacturer of pipe tobaccos owned by the husband-and-wife team Mike and Mary McNiel, has closed down its operations, citing "government policy and regulatory changes" as the principal reason.

The McNiels explained their decision in a statement released on February 28.

"The McClelland Tobacco Company is closing after 40 years. We want to thank all the retailers and pipe smokers for their support and efforts to spread their appreciation of our pipe tobaccos, taking us from a very modest beginning in Grandpa McClelland's basement in the Fall of 1977 to a company with a worldwide reputation for quality.

"We have made our pipe tobaccos—Virginias, Oriental Mixtures, Aromatics, etc.—from the highest grades of leaf and strip tobaccos because of their basic richness and natural sweetness. That has been the beauty of McClelland and that is now the problem. We can no longer access tobacco of the quality we need. The time-honored, labor intensive processes at the farm are dis-

appearing. The aging of leaf over several summers to mellow in "sweats" is largely a thing of the past. We need "old school" methods at every stage before manufacturing to make it possible for McClelland to draw from the leaf the flavors that have been our hallmark. Without the supportive infrastructure our government used to provide, a small company such as ours cannot continue. We might have limped along with lesser leaf but nobody would have been happy with the resulting products and we would have been ashamed of them.

"We have sold down all the inventory that we have been able to produce with the finest leaf. We want to thank you, our customers, and thank our great employees/friends who have been so capable and conscientious and thank our leaf suppliers who have made extraordinary effort to search out the finest leaf possible for us for 40 years. We will miss McClelland and our daily contacts with our friends in the pipe community."



## ► Bits&Pieces

> Aficionados of **Maya Selva Cigars** gathered on March 8th in recognition of **International Women's Day**, a global celebration that highlights the achievement of women in the social, cultural, economic, and political arenas. The occasion was more than fitting to bring together both women and men who enjoy a good cigar, given that Maya Selva Cigars the only cigar company created by a woman. The events took place in Hong Kong, Paris (pictured), and Tegucigalpa, Honduras.

> Nearly \$50,000 worth of pipes were stolen during the opening of the 2018 Chicago Pipe Show, including a B. Nordh Sweden Sandblast tomato valued at \$8,000, a Jess Chonowitsch Fish worth \$6,000, and multiple pieces from Sixten Ivarsson, Comoy's, and Dunhill. If one or more of these pipes are spotted at a pipe show or offered for sale anywhere, please call St. Charles, Illinois Police Detective Bauwens at +1-630-443-3825. Full details and photos are posted at [chicagopipeshow.com](http://chicagopipeshow.com).



PROCIGAR  
FESTIVAL  
2019

# PROCIGAR Festival 2019

FEB 17-22

DOMINICAN REPUBLIC

*Cigar Country*



FBI procigar.org #161 @procigar



## ► Villiger Cigars Reaches Distribution Agreements in Canada and Mexico

MIAMI—Villiger Cigars continues its expansion in North America, having reached agreements with both Casa Turrent in Mexico and Brigham Enterprises Inc. in Canada to distribute Villiger's award-winning cigars in those business's respective countries. Consumers in Mexico and Canada will have access to the top-10 rated Villiger La Flor De Yncan and the newly released Villiger La Vencedora.

Casa Turrent, owned by Alejandro Turrent, is a respected grower, manufacturer, and the premier distributor of cigars in Mexico. With over a century of tobacco expertise, it was felt that the Turrent family shares similar view points on tradition and passion for tobacco as Villiger. Casa Turrent was scheduled to begin distributing the Villiger La Flor De Yncan and Villiger La Vencedora in April, with plans to distribute Villiger Premium machine-made cigars in late 2018.

Brigham Enterprises Inc., established in 1906, also shares a century's worth of tobacco history, first as pipe makers and later as a leader in the distribution of cigars in Canada.

Brigham Enterprises already distributes Villiger machine made product, but will also take on distribution of Villiger handmade premium brands, starting with the Villiger La Flor De Yncan, Villiger La Vencedora, and the newly repackaged Villiger La Libertad.

Villiger Cigars chairman of the board Heinrich Villiger said, "As with the Villiger family, the Turrent family and Brigham Enterprises each possess very strong historical ties in their respective countries of origin, and we look forward to working alongside them to spread the Villiger brand, to a broader consumer base."



More distribution deals are on the way. Rene Castañeda, president of Villiger Cigars North America, added, "The demand for Villiger handmade premium cigars has increased significantly. We at Villiger Cigars are working hard to secure other distribution channels, in other parts of the America's, which will be announced in the near future."

Villiger Sons Ltd was established in 1888 by Jean Villiger in Pfeffikon, Switzerland, where Villiger remains headquartered.

## ► Imperial Brands Sells U.S. OTP Products to Focus on Core Brands, NGP

Imperial Brands announced the disposal of a range of other tobacco products (OTP) including roll your own brands, tubes, tips, cigarette papers, and other accessories in the U.S.A.

"This disposal simplifies our portfolio in the U.S.A., enabling us to further sharpen our focus on driving revenue growth in the U.S.A. from our core U.S. tobacco brands and next generation products," commented chief executive, Alison Cooper, in a statement. "We are clear on our strategic priorities and focus for growth and are proactively actioning capital reallocation opportunities to generate additional shareholder value. The disposal of our U.S. OTP business is an example arising from the ongoing review of our assets."

The British multinational operates under its ITG Brands, LLC subsidiary in the U.S., the third-largest tobacco company

in the country which offers a broad portfolio of cigarettes (Winston, Kool, Salem, Maverick, and USA Gold), cigars (Dutch Masters, Backwoods, and Phillies) and electronic cigarette (Blu) brands.

"In next-generation products, we are focused on delivering an exceptional consumer experience and we are investing behind an exciting innovation pipeline," Cooper continued. "Our product and market launch programs are on track with the recent launches of MyBlu in the U.S.A. and the U.K., with additional markets coming on stream in the next few months. In tobacco, our investment focus continues to deliver share gains in our growth brands and priority markets."

Imperial Brands didn't specify any details about the disposal, identify the products by name, or divulge any buyers of its U.S. OTP products, but the ITG Brands portfolio previously included Premier Select RYO, and RYO papers and accessories under the El Rey, Joker, EZ Wider, Rizla, and RollIt brands.

## ► Global Sales of Cuban Cigar Sales Surge 12% in 2017, Topping \$500 Million

The Cuban cigar industry reported a record-setting turnover of \$500 million in sales in 2017, represent a 12 percent growth at fixed exchange rate, compared to the previous year. The news was announced at a press conference by senior Corporación Habanos, S.A. officials at the opening the 20th Habanos Festival in Havana, Cuba on February 26.

Habanos S.A., a 50-50 joint venture between the Cuban government and Britain's Imperial Brands Plc, attributed the jump to a surge in sales in China, its third largest export mar-

ket after Spain and France, where sales jumped 33 percent in value in 2017. Habanos is responsible for the exclusive world marketing of 27 brands of Cuban cigars.

Leopoldo Cintra, Habanos vice president, said the company sold 450 million cigars last year, with a market share of 70 percent in units and 80 percent in value, despite being banned in the United States, the world's largest premium tobacco market. Europe remains the main market for Habanos with 54 percent of the sales, followed by Latin America and Canada with 17 percent, Asia with 15 percent, and Africa and the Middle East with 14 percent.

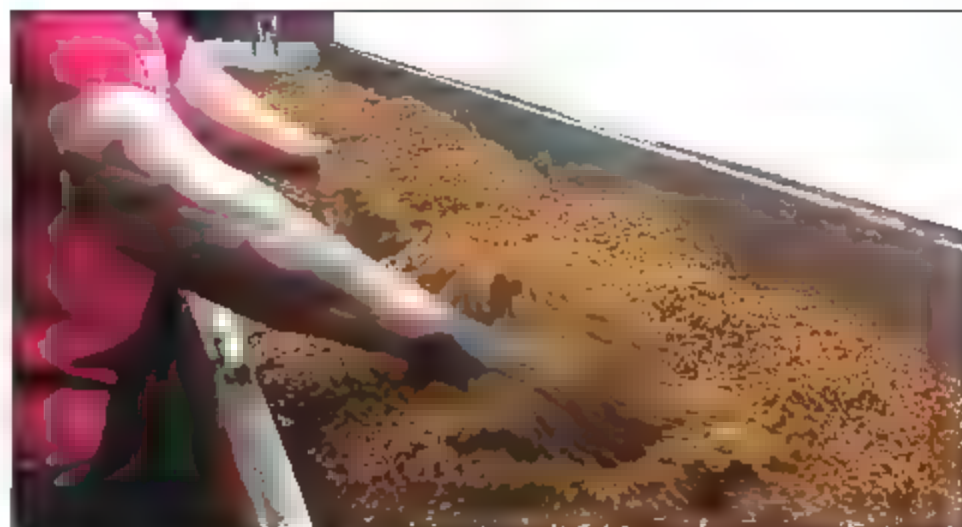


## ► Cornell & Diehl Expands Factory Operations at Larger Facility

LONGS, N.C.—Three years after merging with Laudisi Enterprises, Inc. and moving its production operations from Morganton, N.C. to Laudisi's headquarters in Longs, S.C., Cornell & Diehl has again outgrown its space. Earlier this year, the small batch craft pipe tobacco blender moved its production operations into a bigger space, about twice the size of the facility and attached to the main Laudisi headquarters according to Jeremy Reeves, head blender at Cornell & Diehl.

Reeves says the new campus gives the company plenty of space to expand, to be able to move things around more efficiently, expand its staff—particularly within the finished goods and packaging operations—and to store more tobacco, both for aging and in those instances where the company finds a particularly "exciting" crop.

Square footage has always been the main factor affecting its production, says Reeves. "We've been held back by space," he explains. "Space for processing, drying, product inventory. Space for more machinery, more efficient tinning. Now we don't have to constantly shuffle things around to get the work done."



The additional space will not only allow the company to grow, but to better manage its current production levels. "We're still doing everything by hand, just as it's always been done," Reeves explains, "but the greater space gives us more flexibility in our production. We can make more of the small batches of blends we create. At the same time, it gives us more space to expand our staff." Reeves anticipated new employees for the company's packaging operations in particular, with the goal of getting more C&D blends on store shelves more consistently.

## ► FDA Publishes Advance Notice of Proposed Rulemaking on Lowering Nicotine in Cigarettes

SILVER SPRING, MD.—The U.S. Food and Drug Administration (FDA) has published in the *Federal Register* the FDA's Advance Notice of Proposed Rulemaking (ANPRM) to lower nicotine in cigarettes to minimally or non-addictive levels.

First announced in July 2017, the FDA's new policy on tobacco and nicotine regulation aims to mandate the reduction of nicotine in cigarettes to minimally or non-addictive levels. The ANPRM is a pivotal first step in the FDA's rule-making process, and states that the FDA will receive initial public comments until June 14, 2018. The ANPRM also describes the independent science that supports the FDA's proposed nicotine reduction mandate.

The ANPRM indicates that the FDA desires to receive input on a maximum allowable nicotine level. However, the ANPRM already references previously completed indepen-

dent research that found, "an absolute limit of 0.4 to 0.5 mg of nicotine per cigarette should be adequate to prevent or limit the development of addiction in most young people. At the same time, it may provide enough nicotine for taste and sensory stimulation."

The ANPRM also cites the results of independent clinical studies, including the clinical trial by Dr. Eric Donny, et al., that was published in the October 2015 issue of *The New England Journal of Medicine* that found, "Those participants using cigarettes with the lowest nicotine content (0.4 mg per gram nicotine/gram of tobacco filler), demonstrated reduced dependence...with minimal evidence of withdrawal-related discomfort or safety concerns."

All of the proprietary Very Low Nicotine cigarettes that made this study possible were provided by 22nd Century Group, a plant biotechnology company focused on tobacco harm reduction and Very Low Nicotine tobacco. The company is able to grow tobacco with up to 97 percent less nicotine than tobacco used in conventional cigarettes.

## ► Santa Fe Tobacco Co. to Close New Mexico Office



SANTA FE, N.M.—Santa Fe Natural Tobacco Co. will close its office in Santa Fe, New Mexico on June 30, the city where the company first began operations, company officials confirmed to the *Santa Fe New Mexican*. Founded by a group of investors in 1982 in a small shed at the Santa Fe Railyard, the company and its flagship Natural American Spirit ciga-

rette brand was purchased by Reynolds American in 1996, at which time most manufacturing and distribution operations were moved to Oxford, N.C., while a number of sales and marketing functions remained in Santa Fe; the current Santa Fe office was built in 2004. Since then, however, consolidation and downsizing continued to reduce the local staff, as functions were centralized into other Reynolds American operations over the years. Currently, only about 20 employees remain at the Santa Fe office.



## FDA Accepts, Files Modified Risk Applications for Camel Snus

WINSTON-SALEM, N.C.—Reynolds American Inc. announced that the U.S. Food and Drug Administration (FDA) accepted, and filed for substantive review, 18 modified risk tobacco product (MRTP) applications covering six styles of Camel Snus. R.J. Reynolds Tobacco Company (RJRT) introduced the premium pouched, smoke-free tobacco product in 2006 and markets it nationwide. The styles were: Camel Snus Frost, Camel Snus Frost Large, Camel Snus Mellow, Camel Snus Mint, Camel Snus Robust, and Camel Snus Winterchill.

"FDA's acceptance and filing for review of these MRTP applications for Camel Snus is an important step forward in fulfilling RAI's commitment to collaborative leadership in the transformation of the tobacco industry," said Dr. James Figlar, senior vice president, scientific & regulatory affairs for RAI Services Company.

The applications request FDA authorization to market Camel Snus as a modified risk tobacco product with advertising information that would, if approved by FDA, indicate a differential in risk for smokers who switch completely to Camel Snus from cigarette smoking.

The applications will now undergo a substantive review



process by FDA that is expected to be completed within a year. The process will include the receipt of public comments and review by the Tobacco Products Scientific Advisory Committee (TPSAC).

"We look forward to working closely with the FDA and the TPSAC in their review of what we feel are comprehensive scientific applications," Figlar adds. "We believe the science and our proposed advertising to be compelling and accurate. FDA must now critically evaluate all of the information to establish that this type of modified risk advertising is appropriate and will benefit public health."

During FDA's substantive review process, a redacted version of the applications will be made publicly available.

Reynolds American Inc. is an indirect, wholly-owned subsidiary of British American Tobacco p.l.c., and the U.S. parent company of R.J. Reynolds Tobacco Co.; Santa Fe Natural Tobacco Co., Inc.; American Snuff Co., LLC; Nicotinum USA, Inc.; Nicotinum AB; and R.J. Reynolds Vapor Co.

**LIVE THE ISLAND LIFESTYLE**

Available at Fine Tobacconists Nationwide

[www.islandlifestyleimporters.com](http://www.islandlifestyleimporters.com)

Exclusive Manufacturer and Distributor of Tommy Bahama Luxury Cigar Accessories & Island Lifestyle Cigars

**92**  
Sailor's RATING



SMOKE  
**CHEROKEE**  
 THE LEGEND



**434-575-8881**

**UNDERAGE SALE PROHIBITED**

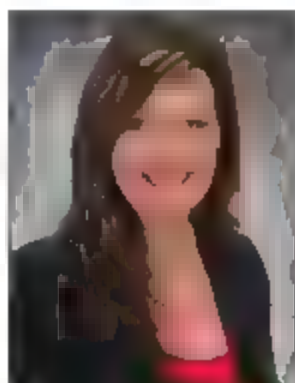
Warning: This product contains/produces chemicals known to the state of California to cause cancer, and birth defects or other reproductive harm

**800-809-0704**



## ► Personnel Moves

> **Gurkha Cigars** has hired **Shanda Lee** as the company's new director of marketing. In this role, Lee will be responsible for the marketing and brand management of Gurkha Cigars, planning, directing, supervising, and coordinating all advertising, public relations, social media, and marketing campaigns for the company and its many lines. Lee brings more than a decade of experience in the cigar industry to the position, and nearly 25 years of marketing know-how. Previously she served as an officer and part of the product development team at J.C. Newman Cigar Co., where she was and responsible for developing the company's marketing strategy, creating brands and programs that enabled Newman to experience double-digit sales growth over the past 10 years.



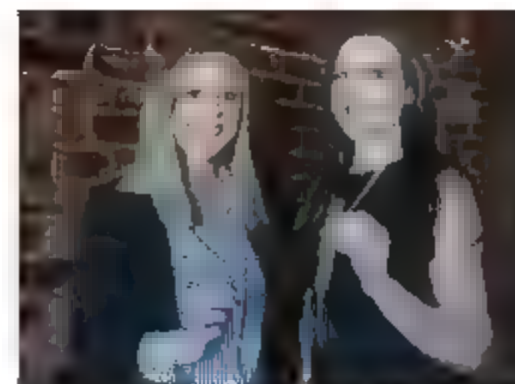
Lee

> J.C. Newman Cigar Co. announced the promotion of **Kara Guagliardo** and **Monica Foster** to co-marketing directors effective immediately. In their new roles, Guagliardo and Foster will work to develop and execute all marketing strategies while also managing the company's communications and media program. "We had planned on conducting a national search to fill our director of market-

ing vacancy," said J.C. Newman President, Eric Newman. "However, over the past few months, it became increasingly clear that we had tremendous talent already within our marketing department. They bring over

12 years of marketing experience between them within our company and we are confident that Kara and Monica will be great additions and add value to this important role."

In addition, vice president of sales, **Cristal Blackwell-Lastra**, has been promoted to vice president of sales and marketing. Lastra will now be responsible for setting the strategic sales and marketing direction for J.C. Newman's international sales network and promotional program. Both Guagliardo and Foster will report directly to Lastra, working in tandem with the company's sales division.



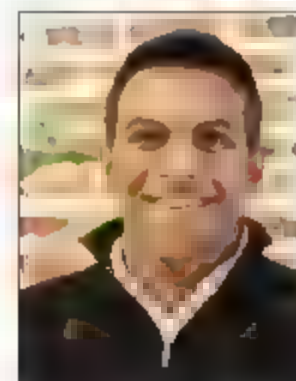
Guagliardo (l.), Foster (r.)

> **Boveda Inc.** has signed **Benjamin Patock** as the company's new head of international relationships to lead their international expansion. Patock is the founder of European online cigar retail powerhouse Noblego.de that he built from zero into a leading outlet for cigar enthusiasts over the last seven years, including best selling private label cigar brands. He is also the author of one of Germany's best-selling cigar books and acts as speaker as well as a member of the smoker's rights community. Prior to that, he had worked as an entrepreneur and consultant in the European startup ecosystem. Patock will oversee Boveda's international relationships in premium cigars, cannabis, and the music industry and will be based in Berlin, Germany.



Patock

> **PAX Labs, Inc.**, a leader in portable, heat-not-burn, vaporization technology headquartered in San Francisco, announced that **Bharat Vasan** will serve as the company's c.e.o. Vasan is a veteran of several Silicon Valley technology and consumer electronics companies. He led two venture-backed companies that combined hardware and software—August Home, Inc. (smart home) and Basis Science, Inc. (wearables), guiding both through acquisitions. At Electronic Arts, Inc., he served in mergers and acquisitions, and was the chief operating officer for EA Online. With 15 years of experience in scaling Fortune 500 companies and startups, he is an investor and advisor to several high-growth consumer technology ventures.



Vasan

# KLAFTER'S

*Tobacconist Since 1897*

## Premium Cigar Distributor

800.922.1233 ext 5

cigarlover@klafters.com

## Premium Cigars & Accessories

We've got the cigars that you need!



# Island Time. Mainland Value.

Offer your customers the luxury of time and money well spent. Premium cigars in sizes from 10 minutes to 2 hours. A smooth affordable premium cigar with the taste for their time to themselves.



Natural Leaf: Imported.  
5-pack slide box.  
Handmade in the Dominican Republic.  
4" x 50 in 4 flavors.  
Premium aged Sumatra Wrapper  
around aged Olor San Vicente filler.



Corona and Robusto sizes.  
Handmade in the Dominican Republic.  
Premium Aged Sumatra wrapper,  
Piloto Cubano & Habano 92 Nicaragua long fill.

Order today. Time is money.



Filtered 100% in six selected flavors including Full Flavor & Smooth Tobacco, Mint, Vanilla, Cherry and Rum. Packs of 20 in cartons of 10. Made in the U.S.A.



Call us at 702-418-3700

e-mail [info@bmcllc.us](mailto:info@bmcllc.us)

Learn more about us at [www.bmcllc.us](http://www.bmcllc.us)

Bahama Mamas Cigars. Las Vegas, NV 89118



## ► Calendar

**APRIL 7, 2018**

### **21st Annual TAPS Pipe & Tobacco Expo**

North Carolina State Fairgrounds, Governor James E. Holshauser Building, Raleigh, N.C. Hosted by the Triangle Area Pipe Smokers (TAPS). Expo 9 a.m.-4:30 p.m. Contact: TAPS, Tel: (919) 848-0685, Email: show@tapsclub.us, Web: tapsclub.us.

**APRIL 29-MAY 3, 2018**

### **TAA 50th Annual Convention**

Casa de Campo, Dominican Republic. Annual meeting and convention for members of the full-line, brick and mortar tobacco retailers trade association and buying group. Contact: Tobacconists' Association of America, Tel: (770) 597-6264, Email: info@thetaa.org, Web: thetaa.org.

**MAY 5-6, 2018**

### **Chicagoland Tobacciana Show**

Pheasant Run Resort, St. Charles, Ill. The industry and enthusiast's premier pipe and tobacco marketplace featuring seminars, silent auction. Pre-show opens May 4; 6,000

sq ft smoking tent opens May 2. Contact: Craig Cobine, Chicagoland Pipe Collectors Club, porshcigar@aol.com, Tel: (630) 236-6202, Web: chicagopipeshow.com.

**JULY 13-17, 2018**

### **IPCPR 86th Annual Convention and International Trade Show**

Las Vegas Convention Center, Las Vegas, Nev. Contact: International Premium Cigar & Pipe Retailers Association, Washington, D.C., Tel: (202) 621-8064 Email: info@ipcpr.org, Web: ipcpr.org.

**AUGUST 17-18, 2018**

### **North American Society of Pipe Collectors (NASPC) 2018 Swap/Sell Pipe Show**

Crowne Plaza Hotel, Dublin, Ohio. Dealer Tables, \$120. Attendance free to the public. Information and table reservations: Jeff Knoll, (614) 306-6239, email: naspc@graphic-touch.biz, Web: naspc.org

**AUGUST 23-24, 2018**

### **22nd Annual Smoker Friendly Conference & Tobacco Festival**

Omni Interlocken Resort, Broomfield, Colo. Contact: Mary Szarmach, Toll-free: (888) 751-2785 ext. 217, Email: info@smokerfriendly.com, Web: smokerfriendly.com.

**SEPTEMBER 21-23, 2018**

### **InterTabac/InterSupply Dortmund**

Westfalenhallen Dortmund, Germany. 34th International Trade Fair Contact: Nina Kapitan, Tel: +(49)(231) 1204-586, Fax: +(49) (231) 1204-678, Email: mina.kapitan@westfalenhallen.de, Web: www.inter-tabac.de.

**SEPTEMBER 21-23, 2018**

### **19th Annual Greater Kansas City Pipe & Tobacco Show**

Argosy Casino Hotel Spa & Casino, Riverside, Mo. Exhibit hall, smoking tent, CIPC pipe smoking contest, pipe care and refurbishing clinic, silent auction, 9th annual carving contest. Contact: Greater Kansas City Pipe Club, Email: admin@gkcpipeclub.com, Web: gkcpipeclub.com.

**OCTOBER 7-10, 2018**

### **NACS Show 2018**

Las Vegas Convention Center, Las Vegas, Nev. Convenience and fuel retailing's premier industry event, attended by more than 23,500 industry stakeholders from around the world. Contact: NACS, Alexandria, Va., Web: nacsonline.com.

**NOVEMBER 10-11, 2018**

### **10th Annual West Coast Pipe Show**

Palace Station Hotel & Casino, Las Vegas, Nev. Hosted by Steve O'Neill and Marty Pulvers. Smoking friendly exhibit hall with adjacent lounge with full bar. For table reservations and information, contact: Steve O'Neill, Email: steve@westcoastpipeshow.com, Web: westcoastpipeshow.com.



Regular Price \$2,495

**\$1,695**

Promotional Pricing !!!

## **Complete Tobacco POS System**

**Includes Touch Screen  
Hardware & Software**

**Inventory Control  
Customer Management  
Purchasing Management**



**BUSINESS CONTROL SYSTEMS**

**www.businesscontrol.com**

**732-283-1300 ext 233**





# *Golden Harvest*

PIPE TOBACCO

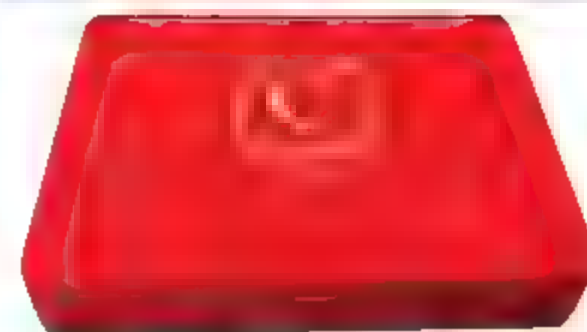
Freshness, Quality,  
Consistency...  
Generation after Generation

**Rouseco**

QUALITY IS OUR HERITAGE

P.O. Box 2495, Kinston, NC 28502 Call 1-888-372-8622 or Fax 1-866-337-7667





## Creating a Signature House Brand

# The Clayton Reserve

Cigar consultant and blending expert Alex Svenson has created brands for small retailers to big multinationals. > BY SETH SCHWARTZ

When Chicago's The Clayton cigar shop and lounge hosted an event for their new house-blend cigar, patrons figured it would be rolled with the finest tobaccos and offer a distinguished taste.

That's correct.

Guy Hancock and Clay Wilson contacted Alex Svenson, who went to work with the world's finest stock of aged tobaccos.

Using a seven-year aged Sumatra wrapper grown in Ecuador from the original native seed; a five-year aged Connecticut broadleaf as a binder; and a five-year aged Cuban seed grown in the Dominican Republic and Nicaragua, the blend hit the spot. A combination of bitterness, sweetness, and spiciness melds together, rounding out the final balanced flavor for The Clayton Reserve.

"It gives the complexity of four different countries," explains Svenson. "Our choice of 6 x 60 torpedo was quite deliberate. The cigar burns cool and the smoke hits the palate at a higher velocity and bounces off the back of the throat like a corona size."

Blending the right notes is a meticulous process before getting the green light to proceed.

"We did 30 different cigars to get the tobaccos to work together," said Svenson. "My philosophy is a good cigar needs balance and aroma; the rest is subjective. Using four dominant tobaccos, we feel we have a home run the way it all comes together. It's more flavorful than strong with unique aromas."

A native of St. Louis, Svenson developed a taste for cigars as a teenager.

"I'd take my allowance at the end of

the week and buy \$20 worth of cigars," he said. After college at DePauw University, Svenson worked at cigar.com until 2002. Since 2005, he's been an independent consultant for Scandinavian Tobacco Group. Assisting several companies, he's done over 100 blends in the past seven years. A north suburban Chicago resident, he spends two months a year in Esteli, Nicaragua and several months in Honduras and the Dominican Republic.

The couple dozen of The Clayton cigar lovers also enjoyed The Clayton Reserve on the evening of this year's largest snowfall.

"It's an excellent cigar; it's smooth all the way through," said Jerry Felde. "It has a great draw and flavor."

Seasoned smoker Bill Davis offered his take: "There's a slight peppery [taste], some coffee notes, but a nice mellow cigar with good taste."

*Top left:* Premium cigar consultant Alex Svenson. *Top right:* Lounge customers enjoying the snowy debut of The Clayton Reserve.



# WELCOME TO THE FAMILY



SUTLIFF

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Vanilla Baked Virginia

Super Value  
All Natural Tobacco



VAC BAREN

GOLD BLOCK

ST BRUNO

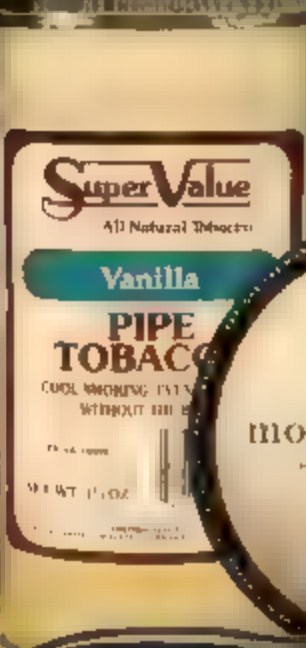
GIZEH

MOLTO DOLCE

CAPSTAN

Tobacco Galleria  
PIPE TOBACCO

Brigham  
EST. 1913



Sutliff's history goes back almost 170 years. In that time, we've created some of the world's most beloved pipe tobaccos.

Sutliff has a range of pipe tobaccos to keep your customers coming back time and time again.

[Sutliff-Tobacco.com](http://Sutliff-Tobacco.com)





## A Boutique Cigar Party

Texas retailer caters to an active consumer niche. > **FRANK SELTZER**

On Saturday, March 10, Underground Cigars in Fort Worth, Texas held its 4th annual boutique party called UG4 NFG18 (don't ask what it means, but you may be able to figure it out on your own).

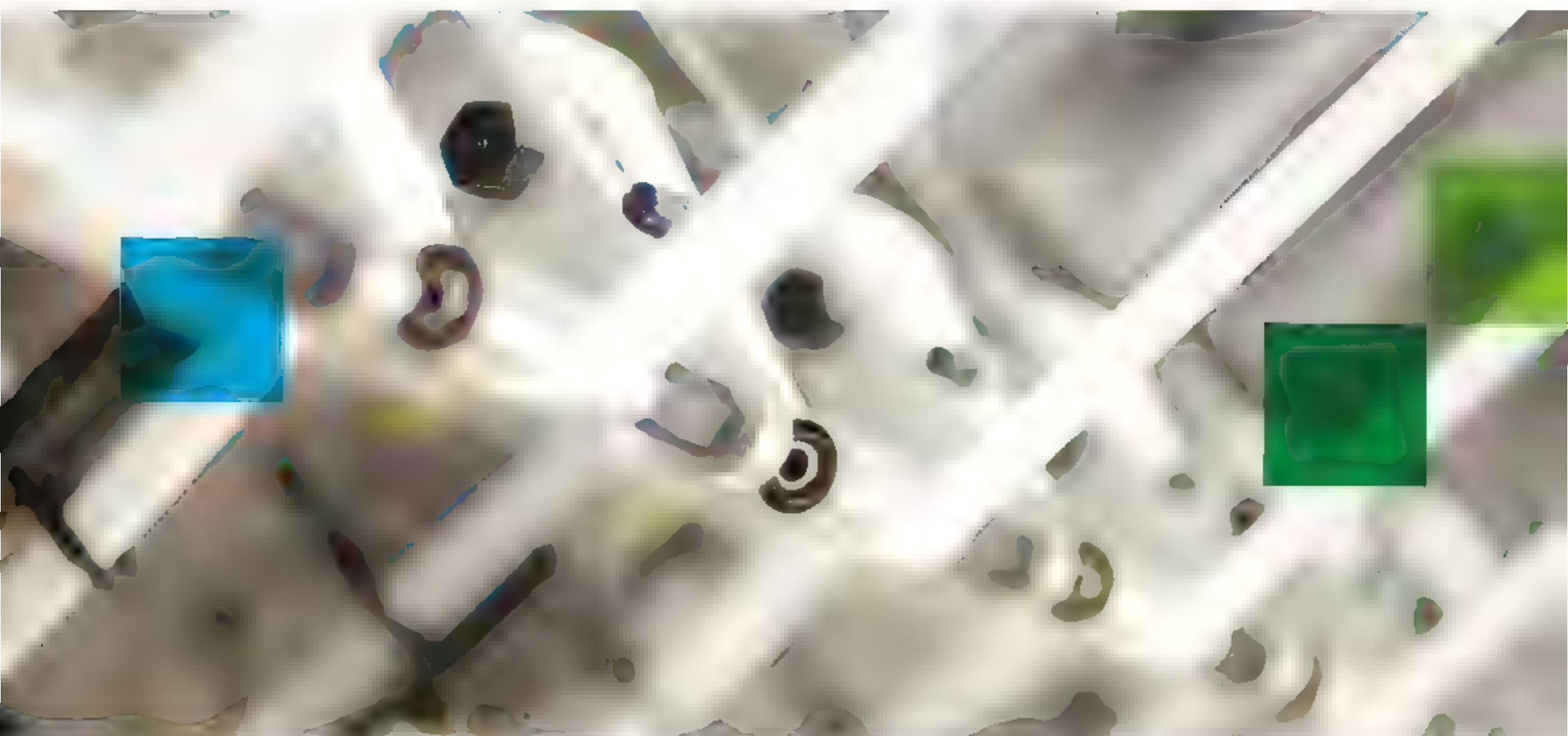
The store, which not only has a strong local business, but also a huge Facebook following and an active online store, has made a name for itself by carrying mostly boutique cigars (it also deals in pipes and tobaccos). Owner Don Wiggins figures his mix is about 95 percent boutique vs. 5

percent major brands. Last year, 204 people turned out for the day-long event, and this year over 300 attended. This party is a big merchandise selling event for the store and its customers, as 21 vendors from boutique companies—mostly brand owners—bring very special samplers created just for the event. Every attendee receives an initial grab bag of cigars along with food and drinks. The event also helps raise money and awareness for veterans groups including Operation Supply Drop and Cigars for Warriors. **S**

Event-only cigars and samplers are a big draw, with offerings such as Black Works, PDR, Crowned Heads, Ohana Cigars, and others.



**YOUR CUSTOMIZED  
ROLLING PAPERS  
PRODUCER SINCE 1910**



Roll4You, s.r.o. is a leading private label rolling paper supplier to the global market. The company combines 150 years of cigarette paper making with the latest production processes, top technology, and co-operation with international tobacco companies.

The company's factory in the Czech Republic is situated in the beautiful foothills of the Jeseník Mountains in North Moravia. This mill with three paper machines was founded in 1861. The mill is fully upgraded and continually invests in the latest R&D facilities to improve its expertise. Environmental compliance is of prime importance and quality systems are certified with ISO 9001 and ISO 14001. Additionally, the raw materials responsibly sourced and certified by PEFC and FSC – Chain of Custody.

Roll4You has been a rolling paper specialist since 1910, producing customized products. Customers can choose

from regular to slow burning cigarette paper grades, made from a choice of fibres - wood, textile, mixed cigarette paper - in various weights, ranging from 12 g/m<sup>2</sup> up to 23 g/m<sup>2</sup>. All in all, over 30 paper grades are at your disposal to choose from. And a rolling paper is not complete without an excellent gum - Acacia or other Natural gums.

**Finally, your brand in rolling papers can be produced in a complete line of sizes, such as:**

- **Shorts**
- **Shorts Cut Corner**
- **Shorts Double Window Booklets**
- **1 1/4, 1 1/2**
- **King Size Slim**
- **King Size Regular**
- **Rolls**

You can find more information at [www.roll4you.com](http://www.roll4you.com)  
or contact directly [roll4you@delfortgroup.com](mailto:roll4you@delfortgroup.com)





2018 Tobacco Plus Expo (TPE 2018)

## Building Business in Challenging Times

Keynote speaker Jonathan Drew, founder of Drew Estate, challenged the industry to always think creatively, while a legion of other speakers shared insights on current trends. >E. EDWARD HOYT III

The TPE 2018 (Tobacco Plus Expo) landed at the Las Vegas Convention Center and the nearby SLS Las Vegas Hotel & Casino, which served as the trade show's official host hotel, on January 30–February 1, 2018, for the largest gathering of the tobacco, vapor, and alternative segments of the industry to date.

TPE 2018 organizer, Tobacco Media Group (TMG), which is owned by Moorpark, California-based importer Kretek International (which also owns specialty tobacco products distributor Phillips and King International), said there was a notable increase in attendance over last year, with thousands of buyers filling the convention

center during the expo. The show floor was once again segmented by tobacco, vapor, and alternative products for easy browsing. The attendee breakdown by category type is dominated by discount tobacco outlets (DTO) and tobacconists, averaging 17.5%, followed by distributors (15.7%; wholesalers with retail stores (15.4%); wholesaler/cash & carries (14.6%); vape shops (12.7%); beer/wine/liquor/c-stores/supermarkets (9.5%); suppliers (8%); and headshop/cannabis dispensaries (6.6%).

The two-day buying, selling, and educational trade show was also expanded this year with the addition of NATO's **Industry Outlook 2018**, a series of three industry trend conferences held on Tues-

day, January 30—the day before the exhibition hall opened. The National Association of Tobacco Outlets (NATO) used to sponsor its own tobacco trade show up until 2016 when it decided to focus on its core missions of lobbying and legislative action, so these conferences marked a return of detailed presentations.

The NATO program included a Wall Street perspective update by **Nik Modi**, Wall Street Analyst at RBC Capital Markets; a discussion of market trends by **Don Burke** of Management Science Associates; and an overview of tobacco legislation by NATO Executive Director **Tom Briant**.

Modi noted that following an unusual blip in historical declines, overall cigarette market decline of three to four percent is anticipated in 2018, up against a very positive backdrop of the federal tax overhaul which Modi says will put a significant amount of money back into the hands of consumers, following a robust holiday spending season. Modi then identified several “swing” factors that could affect anticipated trends in tobacco categories in 2018. Spikes in gas prices are something to look for, he noted, but Modi believes if modest spikes occur (detrimental to retail sales), they will be offset by tax reform. Major geopolitical risks driving large oil price changes aren't likely, Modi predicted. But following last year's big hit in California, the threat of excise tax volatility is a concern in a number of states and could affect national performance, and not just in the cigarette category. Industry pricing remains a question, and based on history Modi anticipates a 9–10¢ per pack manufacturer increase to come in March or April.

On the regulation front, actions to reduce nicotine levels in cigarettes could be years down the road: FDA doesn't just look at the science, says Modi, they have to look at the unintended consequences, illustrated by FDA's seven year examination of menthol cigarettes, which remains in limbo. If nicotine levels are taken to very low amounts, will people smoke more per capita to compensate? The government also has to consider the consequences of illegal contraband product, a huge problem if the U.S. were to become the only nation with nicotine levels that



low. Also affecting markets are "age-21" laws, now in place in five states affecting 80 million people, as well as another 278 cities, counties, and towns, complicating matters for companies operating in multiple states. Flavor bans at municipal levels appear to be the tip of the iceberg, with no clarity at the state or federal level.

According to Modi, rate of change in the tobacco industry continues to accelerate, invoking Mark Twain's point that "history doesn't repeat itself, but it does rhyme," or equally poignant, Moore's Law, which predicts that computing chips will shrink by half in size and cost every 18 to 24 months. In past decades, brand and category life cycles lasted much longer than they do today. "Things are changing quickly. The brands that we see today as the leading brands and the biggest drivers of traffic in our stores, five years from now could be a completely different brand," says Modi. The recent shift in FDA's stated approach to tobacco regulation, recognizing a "continuum of risk," is in itself a huge change that could greatly accelerate alternative products in the future.

In a few final words about current merchandise, Modi noted Juul's strong market position in the vapor category, posting phenomenal sales, out-of-stock situations in many markets, and the benefit of "salt nicotine" technology that has significantly helped product adoption. The big question though, is who will be leading this market segment a year from now, and how will a wave of new products affect Juul's retail performance once competitors jump in with their own salt nicotine technology offerings, and even Juul-like form factors? Another "big, big area" right now is CBD oil, which doesn't have the psychoactive ingredients from THC but from the "therapeutic parts" of the cannabis plant, is growing "significantly at a pretty nice margin." Whether it is legal or not depends upon which state you are in and how local police enforcement authorities choose to treat it.

In concluding, Modi reiterated that the pace of change continues to gain speed, with new waves of products emerging and being adopted by consumers faster than ever, as well as technologies affecting the retailing and distribution of merchandise.

Keynote speaker **Jonathan Drew**, founder and president of Drew Estate, shared a wealth of colorful stories and tips on taking chances drawn from his 21 years in the cigar industry, having started as an outsider and built the largest cigar brand in the U.S. market and largest cigar factory in the world. Drew recalled benefiting tremendously in his early years by learning the industry through a string of different roles, having first parlayed his personal interest in cigars into opening a retail kiosk, then serving as an independent rep selling other company's brands, then as a wholesaler, essentially learning the business from the U.S. side from the consumer on up. Drew's next big risk was moving to Nicaragua, not speaking a word of Spanish or knowing a thing about the country or the workings of the industry, to create the company's own brand. It was a time of newfound calm and hope there following the end of the Revolutionary War, but the nation had been left riddled by the scars of war, and basic infrastructure, services, and goods were in short supply. Everything, explains Drew, was in a state of shambles.

Yet, it was also an incredible moment in time, because for every 100 Dominican cigars being sold at the time, only one Nicaraguan cigar was sold. "It was like being in another universe," recalls Drew, a perfect backdrop for a unlikely journey into the unknown. The first factory—a little green house—had five employees plus Drew, and although things were beginning to fall in place, it was extremely rough for everyone, says Drew, particularly given his timing, starting from the ground up just as the "cigar boom" was screeching to an end and waves of business failures were stacking up in Nicaragua. "By living inside the factory, which I basically did for 14 years, it allowed me to really be one with all my employees, be there with them from the time of opening—I lived on the second floor of the factory." Before he'd even had breakfast, he'd be on the factory floor, absorbed in every single detail that was going on in the factory. Drew says that commitment and hands-on interest earned him the respect of his employees and colleagues—a bond he values highly, and the real start of his magically momentum, a moment where everyone at Drew Estate "become one." Sales

grew, lessons were learned by trial-and-error rather than inherited education, but always driven by chasing dreams. "The decisions we made were very raw, really based on emotion and passion," Drew recalls. By 2005, the company had outgrown its multiple locations and the dream of building the ultimate factory on an Estelí farm emerged and became reality two years later. "This was where our longterm vision took the next step," says Drew. The factory was as much for the employees as the company and its brands—it collectively inspired everyone to dig deeper into their creativity. In the years that followed, Drew says the focus became centered on creating not just great new brands that risks cannibalizing each other, but entire new brand segments.

At Thursday's breakfast conference, **Craig Williamson** of Cigar Association of America and NATO's Briant covered FDA compliance. In addition, a series of four panel discussions under the banner of "Ignite" were also held on the show floor, assembling 16 industry experts exploring a range of poignant issues.

Reservations are already being taken for exhibitors to book their booths for TPE 2019, which will be held February 12–13, 2019, in Las Vegas. Official attendee registration starts in September 2018. **Sz**



Drew Estate founder Jonathan Drew.



## TPE 2018 LAS VEGAS NEW MERCHANDISE



➤ **Bahama Mamas Cigars**, Las Vegas, Nev., ([bmcllc.us](http://bmcllc.us)), presented its range of premium hand made cigars imported from the Dominican Republic.

**Bahama Mamas Maestro Coronas** and **Robustos**, rolled from the original complex blend of Piloto Cubano and Criollo 92 Nicaragua and wrapped in aged Sumatra, offer complexity and smoothness from start to finish and are packaged in affordable 10-pack bundles. In addition, the 5 1/2" x 42rg Maestro Coronas will also be available in natural seven-year-aged Vanilla in addition to its non-flavored counterpart. Bahama Mamas Tranquillos (4 x 30) hand made natural leaf cigarillos, are available in four flavors (rum, vanilla, honey, and natural), featuring an aged Sumatra wrapper, Nicaraguan Habano binder, and mild Olor Dominicana filler in classic rum, vanilla, and honey varieties. Originally sold under the Havana Honeys brand in the late 1990s, Bahama Mamas is backed with multi-pack promotions, trade advertising, and age-qualified social media.

➤ **El Artista Cigars**, Doral, Fla. ([elartistacigars.com](http://elartistacigars.com)), grows its own tobacco, rolls its own cigars, ships through its own logistics company, and distributes direct to retailer without any middlemen or added costs. Among its 90-plus rated cigars are **Big Papi By David Ortiz** (6 x 54 toro), "Universally loved and smoked by fans of all teams," featuring



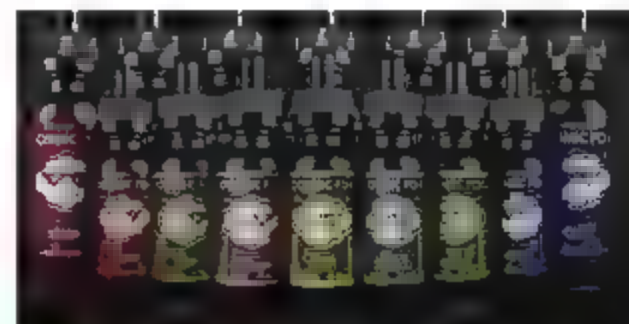
a peppery and nutty Ecuadorian Habano Claro wrapper, a creamy Criollo 98 binder, and a premium blend of Dominican Republic and Nicaragua fillers

for a medium-bodied smoke. **Puro Ambar**, inspired by the rare Ambar Dominicano gemstone, is crafted entirely from exceptional, long-aged tobacco grown in the Dominican Republic, including a proprietary T13 hybrid wrapper developed on the company's own farms; a wine-fermented Criollo 98 binder; and Criollo 98 and 1900 filler, a San Vicente hybrid. **Pulita 60 Aniversario** commemorates the 1956 founding of the Tabacalera El Artista factory by Ramón "Pulita" Rodríguez, a humble cigar roller dedicated to quality, consistency, and trust. A blend of six exceptional tobaccos including tobacco grown and aged by the family—Dominican, Nicaraguan, Colombian, and Pennsylvanian fillers, a Dominican Criollo 98 binder, and a velvety smooth swiss chocolate-colored Negrito wrapper, delivering a remarkably complex medium bodied cigar. Offered in Robusto (5 x 50) and Toro (6 x 54) sizes. Finally, **Got Your 6** is a unique creation using four distinct wrapper leaves (Connecticut base decorated with cuts of Candela, Sumatra, and Habano) to create the look of camouflage, not only striking in presentation, but featuring a smooth blend of Dominican, Nicaraguan, and Pennsylvanian long-fillers and a Dominican Olor binder, collectively delivering notes of spice, cream, pepper, earth, leather, and wood. Available in Robusto (5 x 50), Toro (6 x 50), and Torpedo (6 1/2 x 52) formats.

**Cornelius & Anthony Premium Cigars**, Keysville, Va. ([cacigars.com](http://cacigars.com)) featured its six premium cigar brands: **Aerial**, **Señor Esugars**, **Daddy Mac**, **Venganza**, and **Meridian**, all rolled at the La Zona factory in Esteli, Nicaragua, and **Cornelius**, which is rolled at the El Titan de Bronce factory in the Little Havana neighborhood of Miami, Fla. Each brand is available in four sizes and presented in boxes of 20. The company is named after Cornelius Bailey, the first known Bailey family member to farm tobacco in the



southern piedmont section of Virginia over 150 years ago, and Cornelius & Anthony's founder, Steven Anthony Bailey. "Tobacco runs in our blood and has for generations," says Steven. "It's this passion for the finest grown tobacco, coupled with outstanding craftsmanship, that allows C&A to introduce the most exquisite cigars on the market."



**Cosmic Fog Vapors**, Costa Mesa, Calif. ([cosmicfogvapors.com](http://cosmicfogvapors.com)) was created with a mission: to craft only the most unique, thoroughly tested, highest quality e-liquids the vaping world has ever seen, ensuring that each flavor delivers a new, exciting experience for every user. Combining its experience in the culinary world with dedicated research and extensive testing, the company seeks to ensure that every flavor is not only blended to perfection, but will also stand the test of time, never tiring the tongue. The company's brands include **Cosmic Fog**, **The Lost Fog Collection**, **Platinum Collection**, **Liquid State Vapors**, and **Next Day Vapor Products**.



➤ **Juul Labs, Inc.**, San Francisco, Calif. ([juulvapor.com](http://juulvapor.com)), has shot to the forefront with its wildly popular Juul vape stick and cartridge system. The Juul vaporizer has regulated temperature control and unlike standard e-cigarettes, uses nicotine salts as found in the tobacco leaf rather than free-base nicotine. Its simple interface, flavor variety, and lack of lingering smell makes



Juul stand out as a genuinely satisfying vapor alternative for adult smokers looking to switch from smoking cigarettes. Beautifully designed, compact, and portable, Juul delivers satisfying cigarette-like nicotine levels.

• **Business Control Systems**, Iselin, N.J. ([businesscontrol.com](http://businesscontrol.com)), is a leader in providing complete retail and distribution systems, from small businesses to large scale operations with multiple regional locations and distribution centers, including cash register systems, credit card processing systems, inventory optimization, prepaid gift cards, scales, software, and the company's **OneStep POS system**.



• **NicoGen Pharma Solutions, LLC**, Miami, Fla., ([nicogenpharm.com](http://nicogenpharm.com)), presented **Rogue**, a new line of 100 percent tobacco leaf-free nicotine products designed to use at times that smoking, vaping, or chewing isn't an option, giving consumers the freedom to enjoy nicotine anytime, anywhere. Available in gum, lozenges, and quick-dissolving tablets in a variety of bold flavors and strengths, Rogue is made in the U.S.A. in FDA-approved facilities from the highest quality nicotine and food-grade ingredients. NicoGen believes that consumers with a preference for nicotine, delivered through traditional products such as cigarettes and moist snuff, should have access to affordable products, all of which are free from tobacco leaf, tar, and known carcinogens.

• **Cannadips**, Humboldt, Calif., produces a line of hemp-derived CBD-infused **Cannadips** pouches featuring a patent-pending blend of "full spectrum hemp" with fast-acting, water soluble CBD formulas that begin working in under 15 minutes. These discreet all-natural pouches are smoke-less, spit-less,



and non-visible, giving consumers a convenient way to benefit from CBD, which activate the endocannabinoid system in the body, which is responsible for neuroprotection, stress recovery, immune system control, and hormone regulation. Cannadips uses only the highest quality, lab-tested ingredients. Each pouch contains 10mg of product, and each tin contains 15 pouches. Available in three varieties: Full American Flavor (Red); Natural Mint Flavor (Green); and Tangy Citrus Flavor (Yellow). Available in five-tin sleeves, or in a nine-tin pre-packed POS display containing three tins of each flavor. Distributed through **Phillips & King International**.



**MMS Distribution**, Garden City, N.Y., has recently been named the U.S. distributor of the **Bo Vaping System**, an advanced "closed system" vaping device which is looking to make a major push in the U.S. market for 2018. MMS Distribution c.e.o. Christopher Fiumara said the company is working to expand Bo into an additional 20,000 stores by year-end and has committed to invest \$70 million to build market share. Bo vaping devices are designed in France while the e-liquid within the pods (**Bo Caps**) is manufactured in the United States in six varieties (Fresh Cut Tobacco, I See Mint Ice Menthol, Kiwiberries Ice, Fresh Mango, Jelly Mixed Berries, and Apple Juice). Bo Caps use salt-based nicotine at 35mg strength, providing a

more authentic experience for users as it metabolizes 200 times faster than standard nicotine based products. This coupled with the closed circuit design make for a higher level of nicotine at a far smoother level of delivery for the consumer. An optional customizable charging and storage station, Bo Power, can charge Bo up to four times. The station charges by itself thanks to a micro USB connection. More autonomy allowing you more freedom. Bo out-performs Juul in every aspect: its more powerful 380mAh battery recharges in only 15 minutes versus 25; its 1.6ml pods have more than twice the capacity of Juul's .7ml pods. And Bo comes with a lifetime warranty rather than Juul's 1-year warranty. Other features that separates this product from the rest are the accessories that are available. For example, limited edition Street and Pop Art Devices & Battery Packs w/ extra POD storage are available.



**Egen**, Los Angeles, Calif., ([egenusa.com](http://egenusa.com)), presented its award-winning **Solace Salts** line of high strength nicotine salt e-liquids designed for discreet, small low wattage vaping devices. Egen is the original pioneer of nicotine salts in the United States, which essentially recreate nicotine as it exists in tobacco leaves, delivering a sensation far closer to traditional cigarettes compared to standard vape liquids, bridging the gap between traditional smoking and vaping. The



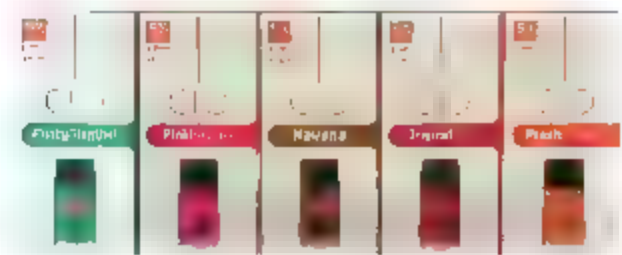


company's line of 12 unique Solace juices deliver authentic flavor and a bold sensation, available in 15ml or 30ml dropper-top bottles, in 30mg or 50mg nicotine strengths.

➤ **Square Smoke International**, Walnut, Calif., ([squaresmoke.com](http://squaresmoke.com)), showcased the sleek and convenient **Clic** vapor pod system "made for smokers that truly appreciate a satisfy-

ing experience and an alternative to cigarettes." Clic's specially formulated e-liquid was "made to satisfy" so vapors won't need to reach for a cigarette. Each pod is approximately equivalent to two packs of traditional cigarettes or 400 puffs, offered in a choice

of six varieties: Original Red, Minty Menthol, Havana (creamy tobacco), Honeydew Melon, Pink Passion (passion fruit and guava), and Peach Sunrise, as well as two editions created by Los Angeles-based eliquid maker One Hit Wonder: The Muffin Man (blueberry muffin) and The Man (strawberry milkshake). The 1.5ml pods contain 5 percent nicotine by weight are sold in four-packs, \$16.99 retail. Also available are two variety packs containing one-each of four different flavors: Tobacco Passion Mix Pack and Fresh Mix Pack. The Clic vape device features a compact and lightweight, modern design with a powerful, fast-charging 350mAh battery that can accurately control temperature, and comes with a micro USB charger.



➤ **P&L Sales Group, Inc.**, Henderson, Nev. ([plsalesgroup.com](http://plsalesgroup.com)), presented the latest addition to its Twisted Hemp Wraps line, **Twisted Hemp Filter Tips**, "designer blend hemp



wraps." These 100 percent natural wraps are produced from non-GMO hemp and contain no tobacco or nicotine. Four varieties are offered: Just Hemp (unflavored), Hang10 Mango, Vanilla Smooth, and Honey Citrus. Two premium filter tip wraps are packaged in resealable pouches.



➤ **Inhale Health LLC**, Los Angeles, Calif. ([inhalehealth.com](http://inhalehealth.com)) manufactures inhalable Electronic Nutrients, which deliver immediate uptake of pharmaceutical grade nutrients in an organic base utilizing a vaping format. According to the manufacturer, inhalation bypasses the digestive system, providing a direct pathway to the bloodstream. Inhale Health's devices are modern, portable, and designed to complement daily routine—no refilling or recharging required. Each device con-

tains up to 500 inhalations and may be used as often as one likes; a single stick is designed as a one-week supply. Three varieties are offered:

**ENERGY Electric Berry** (provides "instant energy" with Vitamin B12, Organic Caffeine, L-Theanine);



**VITAMIN Strawberry Fields** (fast acting vitamin B-complex containing vitamins B1, B2, B6, and B12 that supports wellness, strengthens the immune system, and boosts metabolism); and **SLEEP Lavender Dream** (intended for use before bed—contains pharmaceutical grade fast-acting melatonin USP that supports deep rest, allowing users to wake up refreshed). Single sticks retail for \$20; a POS display box of 12 retails for \$240.



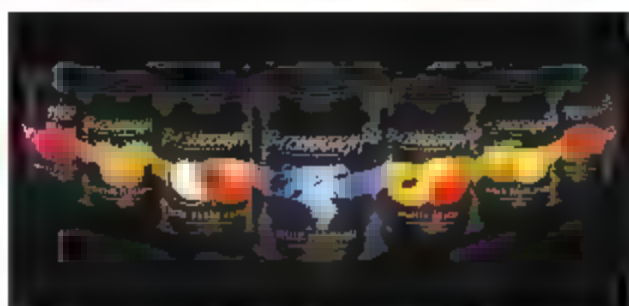
➤ **Ohserase Manufacturing, LLC**, Akwesasne, N.Y. ([ohserase.com](http://ohserase.com)), showcased its flagship brand, premium all-natural 100 percent additive-free **Signal Cigarettes**, which it produces at its 80,000 sq. ft. production facility located on the St. Regis Mohawk Reservation. The Native American-owned-and-operated factory is environmentally controlled to optimize freshness and quality, while its high speed production and state-of-the-art equipment allows it to meet the ever-growing demand for Signal Cigarettes. Ohserase also produces and markets Signal Filtered Cigars, Signal Pipe Tobacco, Niagara Cigarettes, and a variety of other tobacco brands including private label.



All products are made on premise and carefully inspected by the company's dedicated quality control department, allowing Ohserase the confidence to back all of its products with a 100 percent guarantee. In addition, Ohserase recently purchased nationally-recognized Dean's Cigars & Pipe Tobacco and Farmer's Gold Pipe Tobacco.

➤ **Bazhookah Premium Tobacco**, Dubai, United Arab Emirates ([bazhookahtobacco.com](http://bazhookahtobacco.com)), showcased its flagship brand, **Bazhookah**, an





urban, trendy hookah brand that provides the finest quality tobacco and innovative flavors to deliver a superior hookah experience.

"Made with love in the vibrant heart of Dubai," Bazhookah offers more than 80 "mouth-watering" flavors handpicked by the company's team of experts, who are committed to provide the best quality and freshest product in the market. The Bazhookah range consists of 10 flavors in each of the Original and Tropical series; 11 flavors in the Glacier series; 17 in the Fusion series; 5 Premium blends; and 12 in the Next Generation series. All of the company's hookah blends come in custom designed, fully bespoke packaging—signature 250g tins that incorporate innovative design and materials, all engineered to give a perfect look and a touch of real quality. All tobacco blends are double vacuum packed to seal in the richness and full flavor.



**Empire Rolling Papers**, Potomac Falls, Va. ([empirerolling.com](http://empirerolling.com)), offers the **Classic Benny Pack**, 10 its original \$100 bill rolling papers in a resealable wallet with 10 paper tips included. Instead of ink, Empire Papers uses edible vegetable oil coloring for a slower, more natural burn. Each note is "Empire Size" at 4.2 inches long, and is made with natural plant fibers, and natural sugar glue and does not contain tobacco or nicotine. Sticker

included. POS display box contains 24 packs (240 papers).

New **Benny Cones** are three 4.2-inch ultra luxurious Empire \$100 Bill Rolling Papers with a free poker packaged in a convenient tube. POS display contains 24 tubes (72 cones). Empire also previewed its upcoming **Ignite Hemp Papers**, premium 100% pure hemp rolling papers, 4.2 inches long, that are totally natural, non-toxic, and use vegetable oil coloring. Features "enhanced lick-to-seal" organic Empire Proprietary Sugar Glue. Comes in a resealable wallet with 10 papers and 20 filter tips included, 24 wallets per box.



> **Healthy Hookah LLC**, Chatsworth, Calif., ([healthyhookah.net](http://healthyhookah.net)), presented its unique flagship product, **Health Hookah**, an edible flavor enhancer in the form of gel, that's a completely tobacco- and nicotine- free product. It "safely generates a top satisfaction through the vapor atmosphere, which gives the feel of ordinary hookah," the company explains. Composed of natural ingredients, its aromatic smell and pure flavor are generated without any tobacco combustion. Easy to use, it does not require any experience and can be used with most available equipment. The **Health Hookah Jam VIP Starter Kit** (\$29.85 suggested retail) contains a patented Healthy Hookah ceramic bowl head; a disposable hose; a package of 50 aluminum sheets; and five one-ounce sample size bottles of Healthy Hookah flavors. The full Healthy Hookah

line consists of 10 flavors, which can be mixed and matched to create custom fusion blends, offered in 2oz (\$11 retail), 4oz. (\$18.85 retail), and 8oz. bottles (\$29.85 retail).

> **B2B Seneca**, Forest Park, Ga. ([senecabrands.com](http://senecabrands.com)), the No. 1 independently owned cigarette company in the world operating from three



factories and selling over 12 billion cigarettes annually, showcased its full line of **Native American** cigarettes (including Kings, 100's, 120's, and non-filter); **Seneca Filtered Cigars**; **38 Special Filtered cigars**; **American Club Pipe tobacco**; and **Sago Tubes**. The company's products are made in Canada with premium U.S. and imported tobacco.

> **JM Tobacco**, Los Angeles, Calif., ([jmtobacco.com](http://jmtobacco.com)), a leader in value priced, hand made, imported cigars, offers a wide range of quality products in a variety of formats for any retail mix, including **JM's Dominican** and **JM's Nicaraguan** three-pack churchills; **JM's Dominican Corajo**, **Connecticut**, **Sumatra** and **Maduro** cigars in eight sizes; and its newest offering, **Zoidian** bundles—all hand made, imported and value priced. Also a customer favorite



are **JM's Dominican Honeys**, which combine smooth cigars with exotic flavors. A rich Sumatran wrapper compliments the perfect blend of flavoring, producing the delicious taste and an irresistible aroma everyone will love. Available in Honey, Honey Rum, Honey Berry, and Honey Vanilla in a 5 1/2 x 42 corona size in 24-count boxes.







## Rethinking the Substantial Equivalence Process

Will the FDA's ugly duckling receive a court-ordered makeover?

>BY BRYAN HAYNES

The FDA's Substantial Equivalence (SE) process was intended to be a simplified, expedited process for approval of so-called "new tobacco products" (products that were not on the market as of February 15, 2007, or that have changed in any way since then). The concept is to compare the new product to a "grandfathered" product (one that was on the market as of February 15, 2007), and to show that any differences do not "raise different questions of public health."

Since it started in 2011, this ostensibly simplified comparison has devolved into an ungainly process in which very few cigarette brands have received pre-market approval and that has stymied even the largest tobacco companies. Industry has criticized the evolving and opaque nature of the FDA's information

requirements, as well as the fact that the FDA still has not identified—seven years later—the standards applicable to SE submissions. Even relatively minor changes to products receive extensive (and arguably unnecessary) scrutiny, with companies being forced to expend substantial resources to justify any changes to their products, including legally-mandated changes to "fire safe" cigarette paper.

### FDA HINTS AT AN SE OVERHAUL

The FDA has recently indicated that it intends to make some changes to the SE process. In FDA Commissioner Scott Gottlieb's July 28, 2017 announcement regarding a "comprehensive approach to nicotine and tobacco," he indicated that the FDA intends to "advance rules that will lay out what needs to be in ap-

lication for tobacco from one grandfathered product, used instead in a different grandfathered format such as a pouch, considered a new product that raises new health questions, or substantially equivalent to existing grandfathered products? UST has taken issue with FDA's "not substantially equivalent" determination for a new Copenhagen product and sued the agency. Photo: U.S. Smokeless Tobacco Co.

plications for Substantial Equivalence." Commissioner Gottlieb also announced that he would direct the FDA Center for Tobacco Products (CTP) to "explore other aspects of the current application review process." He stated that CTP has been asked to consider whether its review of so-called "provisional" SE reports (reports for products that were introduced between February 15, 2007 and March 22, 2011) "is an effective use of its resources" and suggested that in the future CTP may not continue its review of certain provisional SE reports.

More recently, in the March 15, 2018 announcement of an Advance Notice of Proposed Rulemaking that would mandate lower nicotine in combustible cigarettes, Commissioner Gottlieb elaborated on the contemplated SE overhaul:

*"We also plan to release soon a framework for how we'll address the so-called provisional substantial equivalence applications. These are for products that entered the market during a grace period set up in the law and for which companies submitted reports to demonstrate that the new product has the same characteristics as a predicate product, or has different characteristics, but such differences do not cause the new product to raise different questions of public health. These 'provisional' products can remain on the market unless the FDA finds them not substantially equivalent. Our new framework aims to provide more clarity by delineating between individual provisional applications which the FDA intends to continue to review to reach a final determination on whether they can remain on the market and those provisional applications that the agency does not intend to review further and which can continue being sold."*

This suggests that the FDA could soon develop a framework where cer-



tain provisional products are no longer subject to premarket review, while the FDA would continue its review of other provisional products. The precise dividing line between the two categories of products will have significant consequences for regulated companies, and the industry anxiously awaits more clarity on the FDA's new framework.

It is not clear when the FDA will issue the contemplated rulemaking around SE standards or specify its new standards regarding review of provisional SE reports. Many have noted that the FDA is notoriously slow in implementing policy changes. In the meantime, one major tobacco company is attempting to force the FDA's hand through the courts.

#### **UST SUES THE FDA REGARDING SE STANDARDS**

On February 2, 2018, U.S. Smokeless Tobacco Company (UST), the smokeless tobacco arm of Altria Group, filed a lawsuit in the United States District Court for the District of Columbia, challenging the FDA's issuance of "Not Substantially Equivalent" (NSE) Orders for a new, portioned moist smokeless product, Copenhagen Bold Wintergreen Flavor Packs (Copenhagen Bold). This appears to be the first lawsuit challenging the FDA's denial of an SE submission for a specific product.

The Copenhagen Bold SE submission compared the new product, a portioned smokeless tobacco in pouches with a grandfathered product in the same format (pouched smokeless tobacco) but containing different tobacco. UST had considered using a different grandfathered product—a loose tobacco product with the exact same blend and formula as Copenhagen Bold—but the FDA discouraged UST from doing so because the grandfathered product was in a different format. At the FDA's suggestion, UST designated the grandfathered loose tobacco product with the exact same tobacco blend and formula as Copenhagen Bold as a "surrogate" product.

The FDA ultimately issued NSE Orders for the Copenhagen Bold prod-

ucts. In doing so, the FDA apparently ignored data regarding the surrogate product containing the exact same tobacco but in a different format. The FDA apparently reasoned that UST could use surrogate product data only when the predicate product was not available to be tested. Because data on the predicate product was available, the FDA refused to consider information regarding the surrogate product.

The NSE Orders found that there were "different questions of public health" between Copenhagen Bold and the grandfathered predicate in the same format but containing different tobacco. The FDA's NSE Orders apparently did not dispute that the risks of Copenhagen Bold were within the range of risks in the smokeless tobacco market. Nor did the FDA dispute that putting identical grandfathered loose tobacco into mesh pouches reduces both nicotine and toxicants. The FDA's determination apparently was based on a legal finding that the FDA can consider only a comparison between the new product and a single predicate, and that the market for smokeless tobacco products as a whole is irrelevant to the SE inquiry.

UST's lawsuit challenges the FDA's determination on several grounds. UST critiques the SE process in its entirety, stating that "FDA's vague, inconsistent and ad hoc standards for substantial equivalence are arbitrary, capricious, and in violation of due process." The Complaint notes that a fundamental requirement of due process is for agencies to provide regulated parties with fair warning of prohibited or mandated conduct. UST asserts that the FDA has not met this standard in that it has failed to issue regulations establishing the requirements and standards for SE. Nor has the FDA (even in non-binding guidance) delineated any standards for the ultimate "different questions of public health" determination. Without any practical guidelines for regulated parties, and with a history of opaque and inconsistent determinations, UST asserts that the SE process falls short of constitutional requirements.

UST also challenges the specifics of

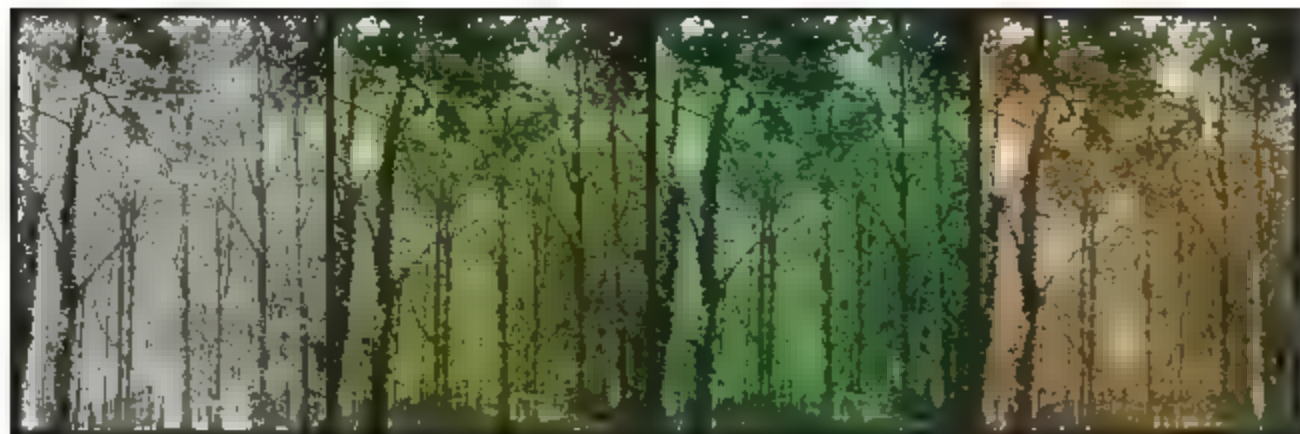
the SE process, as applied to the NSE determination issued for Copenhagen Bold. UST asserts that this determination is "arbitrary and capricious" and contrary to the Family Smoking Prevention and Tobacco Control Act. UST specifically critiques the FDA's practice of comparing the individual characteristics of new and predicate products, as opposed to focusing on whether the new product "as a whole" raises different questions of public health. UST also critiques the FDA's improper exclusion from its analysis any data other than data from a single predicate in the same format, such as data pertaining to the market as a whole, or data pertaining to surrogate products in different formats.

#### **THE FUTURE OF SE**

Both UST's lawsuit and the FDA's own pronouncements indicate that the SE process is due for, and will likely receive, a much-needed makeover. Whether the FDA will overhaul the process voluntarily, or be forced by court action, remains to be seen. It is also difficult to predict the precise manner in which the process will change. Both the FDA and industry appear to agree that the process needs to be more clearly defined so that the industry has a better understanding of the FDA's standards. UST's lawsuit could result in further clarity regarding the ultimate evidentiary requirements for SE marketing orders. Irrespective of the outcome of the litigation, the FDA seems intent to overhaul the manner in which it reviews provisional products, which would provide little solace to companies seeking to introduce entirely new products, but could afford some relief to companies who introduced products between February 2007 and March 2011. Stay tuned for further developments. **S**

**Troutman Sanders Tobacco Team,**  
**Troutman Sanders LLP,** 1001 Haxall  
Point, Richmond, Va. 23219, Tel: (804)  
697-2206, Fax: (804) 697-1339, Web:  
www.troutmansanders.com, Email:  
bryan.haynes@troutmansanders.com.





# Change is Nothing New

*Whether in business or life in general, the only thing that stays the same is that everything changes.* > **BY CRAIG WILLIAMSON**

**I**t's a modern-day cliché, but the idea originated with the Greek philosopher Heraclitus of Ephesus nearly five centuries before the birth of Jesus Christ.

Today, this ancient idea is a modern-day cliché for an obvious reason: because it's true.

The idea applies equally to the ever-changing cigar and tobacco industry, which is rapidly evolving as it faces new regulatory hurdles, changing consumer demands, and a globalized world economy.

So while one might look at the cigar industry and see upheaval, change, or at the very least uncertainty, that's not necessarily the whole story. Constant change is not new to our industry, and is especially not new to the business-side, where mergers, acquisitions, start-ups, and corporate restructures have long been a part of the ballgame.

And despite the near non-stop shifts, disruptions, and evolution of the cigar industry, the constant change is also associated with some common threads that have withstood and will continue to withstand the test of time.

I've covered at great length the new dynamics facing cigar manufacturers, distributors, and retailers.

New regulations are imposing new risks and burdens on our businesses and livelihoods. The prospect of even more government intervention in the marketplace threatens to disrupt consumer choice, drive up costs, and reorient our

world. The U.S. Food & Drug Administration's massive Deeming Rule, as well as the thousands of pages of guidance and countless hours of litigation that followed, are perfect examples of this.

Consumer demands are also changing, partly because of new generations and their lifestyle choices, and partly because of increased pressure from health and regulatory factors. Regardless of the reason, it's hard to deny that consumers are making different choices when it comes to tobacco use.

The world economy is changing faster than at any point in human history. Technology, logistics, and communication are rapidly reshaping the marketplace. Our manufacturers and distributors must make difficult, and often costly, decisions about their supply chains, products, marketing, and much more.

There is no doubt that as the regulatory environment continues to evolve, consumers continue to acquire new preferences or make different choices, and the economy continues to demand different business decisions, our industry will have to adapt.

However, despite all of this, the cigar industry is still incredibly profitable. 2017 broke records for United States cigar consumption and imports. And it is critically important to put these large factors into an even larger context.

The truth is that the tobacco industry, and the cigar industry specifically, has been changing and evolving since it be-

came a major economic sector. If that were not the case, the cigar industry would not be here today. You do not become a \$6.7 billion industry by staying the same, at least from a business perspective.

So while it may be easy to look at closures, consolidations, mergers or acquisitions as uncertainty or upheaval, that's just not necessarily true. For more than 35 years, new companies have been starting. Manufacturers buy distributors and vice versa. Major players acquire or merge with other major players. Brands come and go.

Just look at the history: American Brands became part of Brown-Williamson in the mid 1990s. A few years later, Brown-Williamson merged with Reynolds Tobacco. Phillip Morris became Phillip Morris Co. and split its tobacco products into domestic and international companies. Then Phillip Morris Co. became Altria.

And that's just tobacco at large. One could go into a litany of examples within the cigar industry. The point is that business change in our industry has been constant, and I can safely predict that it will continue in the future.

We say often that cigars are unique and should be treated accordingly, especially within the regulatory scheme. This is true, and this constant truth is a big reason why the business side of our industry will continue to evolve.

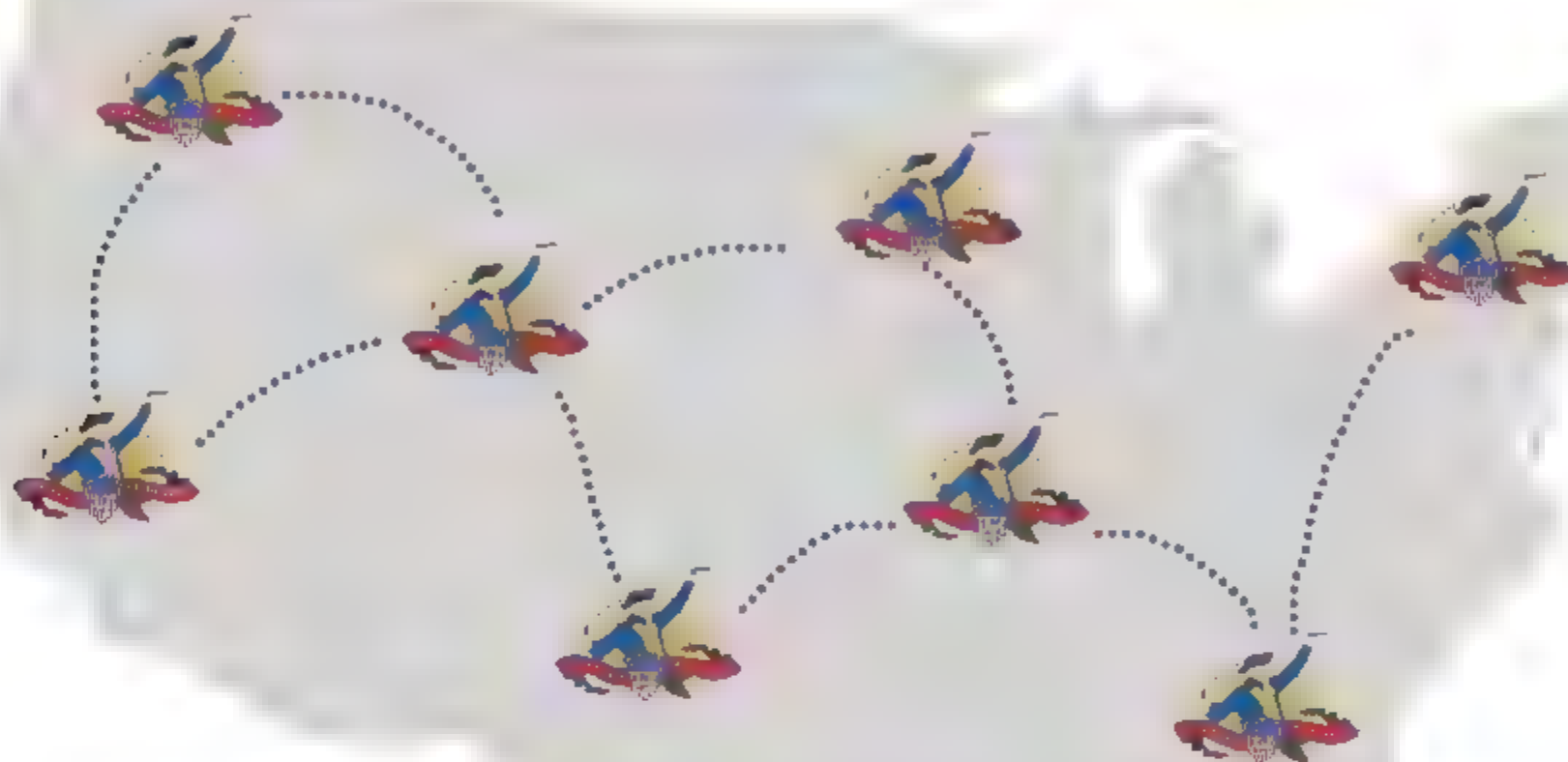
What will not change, however, are the timeless and classic principles that make cigars unique and attractive. Our products—and the quality with which they are produced—transcend business and time in the traditional sense.

At the Cigar Association of America, we're eager to help our members navigate the big changes they face in the world—regulatory, consumer, and economic. We know that the products of our members, and what they mean to those who consume them, are unique. That requires a unique approach at all levels, in spite of the constant evolution of the world around us. **S**

**Craig Williamson** is president of the Cigar Association of America, Tel: (202) 223-8204, Web: [cigarassociation.org](http://cigarassociation.org).



# ARE YOU A GREAT AMERICAN CIGAR SHOP™?



[www.CigarRights.org](http://www.CigarRights.org)

*"This is a great program to expose our store to customers that may not know we're here. With more travelers using the internet to find restaurants and hotels, why not for cigar shops too?"*

- George 'Shorty' Koebel, Owner of Havana Connections in Richmond, Virginia

*"Our businesses need all of the marketing exposure possible, and with CRA appealing to a national audience, this is well worth the cost. I also like the fact that we can have some input on issues affecting the industry."*

- Joel Schwartz, Owner of Ford & Haig Tobacconists in Scottsdale, Arizona

*"This can be a great way to highlight store events, especially when new cigars are coming onto the market. When the manufacturers are in our shop, this can be a way to reach a broader audience than just those that walk into the store, or that we see on a regular basis."*

- Julie Neumann, Owner of Cigars & More in Libertyville, Illinois



## JOIN THE NATIONAL TOBACCONIST PROGRAM

For Questions or Info, Please Call (800) 460-0729





# Update on FDA's Cigar Warning Label Mandate

FDA's cigar warning label mandate, after a slight delay, comes into effect this summer. >BY THOMAS BRIANT

While the effective date for the U.S. Food and Drug Administration six new warning statements for cigar packaging and advertising has been extended to August 10, 2018, retailers have important questions about what the new warning statements mean for their store and how to comply with the warning statement requirements. Before answering those questions, below is a list of the new FDA cigar warning statements:

**WARNING:** This product contains nicotine. Nicotine is an addictive chemical.

**WARNING:** Cigar smoking can cause cancers of the mouth and throat, even if you do not inhale.

**WARNING:** Cigar smoking can cause lung cancer and heart disease.

**WARNING:** Cigars are not a safe alternative to cigarettes.

**WARNING:** Tobacco smoke increases the risk of lung cancer and heart disease, even in nonsmokers.

**WARNING:** Cigar use while pregnant can harm you and your baby.

In the alternative, the following current Surgeon General statement can be used:

**WARNING:** Tobacco Use Increases the Risk of Infertility, Stillbirth and Low Birth Weight.

## GENERAL REQUIREMENTS

This new set of cigar warning statements apply to the entire tobacco industry. Beginning August 10, 2018, manufacturers cannot manufacture cigar products as of unless the package contains one of the new warning statements. However, manufacturers can distribute cigars in packages without one of the new warning statements up to September 11, 2018.

Also, retailers cannot offer for sale or sell cigars in packages that do not contain one of the required warning statements unless the retailer falls within what the FDA calls a "safe harbor." Finally, retailers, manufacturers, importers and distributors that create their own advertising must ensure that each advertisement includes one of the required warning statements.

## SAFE HARBOR

The FDA safe harbor for retailers is essentially a three-part exception that allows a retailer to continue to sell cigars after August 10, 2018 in packages without one of the new warning statements.

Don't worry—individual cigars don't require warning labels, but nearly everything else does, and effects the entire supply chain.

A retailer will not violate the FDA cigar warning statement regulations if: (1) the packages of cigars being sold in a store contain a health warning; (2) the cigars for sale are supplied by a manufacturer, importer, or distributor that has the required local, state, or federal Alcohol and Tobacco Tax and Trade Bureau (TTB) issued license or permit; and (3) the health warning is not altered by the retailer in a material way.

## INDIVIDUAL CIGAR WARNINGS

While manufacturers will be working to comply with the requirement that these new cigar warning statements appear on cigar packing on a rotational basis, these same warning statement requirements will also apply to cigars sold individually by retailers. This means that the warning statement requirement will apply to premium cigars sold individually from a box. However, instead of being required to place warnings directly on cigars sold individually, the FDA is requiring that retailers post a sign at the point of sale listing all six warnings. The sign must measure at a minimum 8 1/2 by 11 inches. The regulations require that the sign be placed on or within 3 inches of each cash register where payment is made and that the sign be unobstructed and easily read by each consumer making a purchase.

The sign must be clear, legible, and printed in black Helvetica bold or Arial bold type (or other similar sans serif fonts) against a solid white background in at least 17-point type with appropriate space between the warning statements. Also, the sign needs to be printed in a manner that contrasts by typography, layout, or color with all other printed material. The wording needs to be capitalized and punctuated exactly as the statements are shown above.

The FDA is not providing these required signs to retailers. Rather, retailers can create their own signs so long as all of the requirements are followed. Also, trade associations may also provide sample signs for cigar retailers to use.



## ADVERTISEMENT STATEMENTS

The new warning statement requirements also apply to advertisements created by a manufacturer, packager, importer, distributor, or a retailer. For print advertisements and other advertisements with a visual component, a required warning statement must comply with the following requirements:

- (1) Appear in the upper portion of the advertisement within the trim around the edge;
- (2) Occupy at least 20 percent of the area of the advertisement;
- (3) Appear in at least 12-point font size that ensures that the required warning statement occupies the greatest possible proportion of the warning area set aside for the text required;
- (4) Be in Helvetica bold or Arial bold type (or other similar sans serif fonts) in black text on a white background or white text on a black background in a manner that contrasts by typography, layout, or color with all other material on the advertisement;
- (5) Be capitalized and punctuated exactly as the statements are shown above;
- (6) Be centered in the warning area in which the text is required to appear and positioned such that the text of the required warning statement and the other textual information in the advertisement have the same orientation;
- (7) Be surrounded by a rectangular border that is the same color as the text of the required warning statement and that is not less than 3 mm or more than 4 mm.

For those retailers that create their own advertisements for cigars, the six warning statements required for advertisements must be rotated on a quarterly basis in an alternating sequence in each advertisement for every brand of cigar according to a plan submitted by the cigar retailer to, and approved by, the Food and Drug Administration. Such a plan needed to be submitted to the FDA by August 10, 2017 or needs to be submitted twelve months before the advertising will be used by the retailer.

The kinds of advertisements created by a retailer that must have a cigar health warning include promotional materials (point-of-sale or non-point-of-sale), posters, placards, newspapers, magazines,

catalogs, leaflets, brochures, direct mail, display racks, websites, Internet web pages, television, e-mail correspondence, and also includes advertisements communicated via cell phone, social media applications, or other programs that allow for the sharing of audio, video, or photography files.

For more specific information on how to draft and submit a cigar warning plan to the FDA, go to [www.natocentral.org/fda/guidance](http://www.natocentral.org/fda/guidance), and scroll down to and click on the FDA guidance document titled "Sub-

mission of Warning Plans for Cigars." This guidance document contains detailed information on the steps necessary to compile and submit a cigar warning plan. ■

**Thomas Briant** is executive director of the National Association of Tobacco Outlets (NATO), Toll-free: (866) 869-8888, Web: [natocentral.org](http://natocentral.org).



FRESH • FRIENDLY • FAST • FRESH • FRIENDLY • FAST • FRESH • FRIENDLY

# ALLIANCE CIGAR

AMERICA'S PREMIER WHOLESALE DISTRIBUTOR  
OF IMPORTED PREMIUM CIGARS

• 601	• ESPINOSA 'REGGAE'	• OLIVA
• ACID	• EXCALIBUR	• PANTER
• AGING ROOM	• FLOR DE ECUADOR	• PAPPY VAN WINKLE
• AJ FERNANDEZ	• FLOR DE LAS ANTILLAS	• 'TRADITION'
• AL CAPONE	• FLORIDA SUN GROWN	• PARTAGAS
• ALEC BRADLEY	• FONSECA	• PDR
• ARCHETYPE	• FOYLE	• PERDOMO
• ASHTON	• FRESH ROLLED SERIES	• PRENSADO
• ASYLUM	• FUENTE	• PSYKO
• AVO	• FUENTE 'HEMINGWAY'	• PUNCH
• BACCARAT	• GRAN HABANO	• QUESADA
• BLUE TRAIN BUDLES	• GRIFFINS	• QUESADA 'OCTOBERFEST'
• BRICKHOUSE	• GURKHA	• QUORUM
• BUENAVENTURA	• H. UPMANN	• ROCKY PATEL
• CALDWELL	• HERRERA ESTELI	• ROCKY PATEL 'MERITAGE'
• CAMACHO	• HOYO DE MONTERREY	• ROMA CRAFT
• CAO	• ISLA DEL SOL	• ROMEO Y JULIETTA
• CASA DE GARCIA	• JAIME GARCIA	• SAN LOTANO
• CASA FERNANDEZ	• JAVA	• SANCHO PANZA
• CASA MAGNA	• J.F.R.	• SAINT LOUIS REY
• CASA TURRENT	• JOYA DE NICARAGUA	• SOBREMESA
• CLE	• KRISTOFF	• SPIRIT AGED
• COHIBA	• LA AROMA DE CUBA	• TABAC ESPECIAL
• COHIMAR	• LA GLORIA CUBANA	• TATIANAS
• CROMAGNON	• LA HISTORIA	• TE-AMO
• CUBAN ROUNDS	• LA PALINA	• TEMPUS
• CURAVARI	• LA RANIA	• THE UPSETTERS
• CUSANO	• LA VIEJA HABANA	• TODOS LAS DIAS
• DAVIDOFF	• LEAF BY OSCAR	• TOSCANO
• DEADWOOD	• MACANUDO	• UNDERCROWN
• DESOCIO SERIES	• MERITAGE	• VILLIGER
• DIAMOND CROWN	• MI QUERIDA	• WINSTON CHURCHILL
• DIESEL	• MONTECRISTO	• ZINO PLATINUM
• DON CARLOS	• MY FATHER	
• DON PEPIN	• NAT SHERMAN	
• DUNHILL	• NEW WORLD	
• EIORA	• NUB	
• ENCLAVE	• NUB 'CAFE'	

... AND MANY MORE!

CHECK OUT OUR PRICES  
CALL FOR A CATALOG & MONTHLY SPECIALS

## 800.328.1001

[WWW.ALLIANCECIGAR.COM](http://WWW.ALLIANCECIGAR.COM)

FRESH • FRIENDLY • FAST • FRESH • FRIENDLY • FAST • FRESH • FRIENDLY



# SmokelessUPDATE >>> CHEW, SNUS & E-SMOKES

## ► Nicopure Adds 100ml Bottles to Halo E-liquid Lines

Florida-based premium e-liquid manufacturer and distributor Nicopure Labs, is now offering Select varieties of its Halo Blue Series E-liquids (PG or VG) and all six varieties of its Halo White Series E-liquids (PG) in a large, value-priced 100ml bottle size, in addition to the existing 10ml and 30ml sizes, all in Halo's icon blue glass dropper-top format. The 100ml bottles are available in seven PG and five VG flavors.

The retail price ranges from \$29.99 for the 100ml Halo White Series E-liquids to \$39.99 for the Halo Blue Series E-liquids, representing a 50 per-

cent discount per milliliter compared to the 10ml bottles.

Each of Nicopure's premium, American-made e-liquids starts with quality ingredients from reputable sources and continues with quality packaging that set the industry standard: best-by dating, trackable lot numbering, and child-resistant caps. The company offers a wide assortment of award-winning tobacco, menthol, gourmet, and fruit-flavored e-liquids with flavors for every palate.

**Nicopure Labs**, Trinity, Fla., Toll-free: (866) 305-4256, Web: [nicopure.com](http://nicopure.com).



## ► Imperial Brands Launches MyBlu Pod-Based Vape System in USA

Following its acquisition of Austrian vaping manufacturer Von Erl last year, Fontem Ventures—the vaping subsidiary of Imperial Brands PLC—has rebranded Von Erl's flagship pod-based vaping system—My. Von Erl.—as MyBlu for the product's U.S. launch which rolled out in February.

According to Fontem Ventures, the ergonomically-designed MyBlu provides consumers with power, performance, and simplicity in a compact and user-friendly design. Pod-based devices are the fastest growing segment of the e-vapor category in the USA, according to the firm.

MyBlu features a 350 mAh capacity battery that can be fully charged in

20 minutes and is supported by a lifetime device warranty. Prefilled MyBlu Liquipods contain 1.6ml of vaping liquid, good for about 300 puffs, and are made in the U.S.A. with domestic and imported ingredients including propylene glycol and vegetable glycerin, natural and artificial flavors.

Liquipods are available in a choice of eight core Blu flavors (Gold Leaf, Classic Tobacco, Magnificent Menthol, Cherry Crush, Polar Mint, Vivid Vanilla, Blueberry, Carolina Bold) with additional flavors including Magno Apricot, Blue Ice, and Green Apple also coming on line. Nicotine strengths include 1%, 1.2%, 1.6%, 2%, and 2.4%, while four flavors are also available in 0% nicotine

formulations. They are sold in two-pack cartons retail for \$8.99.

Antoine Blonde, general manager at Fontem Ventures USA, the U.S. operations of Belgian-based Fontem Ventures, says the device will significantly enhance the vaping experience for consumers.

"Our constant quest for innovation and improvement is at the heart of blu as a brand. We believe that MyBlu will set a new benchmark in the e-vapor category," said Blonde. "Consumer feedback has been very positive and we've sold out of product pre-orders faster than ever before." MyBlu launches are following in more markets including the U.K., France, and Italy.

A MyBlu Starter Kit includes a pre-charged MyBlu vape stick, USB charger, and a Gold Leaf Liquipod, suggested retail \$19.99.

**Fontem Ventures USA**, Charlotte, N.C., Tel: (980) 318-5937, Web: [blu.com](http://blu.com).





Premium Smoking Accessories • Lighters • Hookahs • Cigarette Cases • Ashtrays • RYO/MYO Machines



Lucienne  
Lighters of Distinction

Zippo

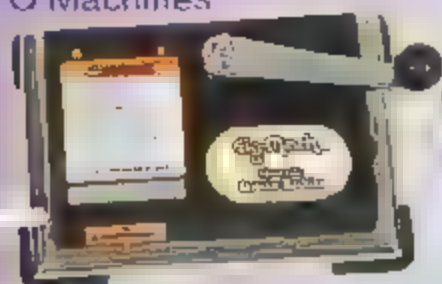
Dip Lite

BIC

TarStopper™

RONSON

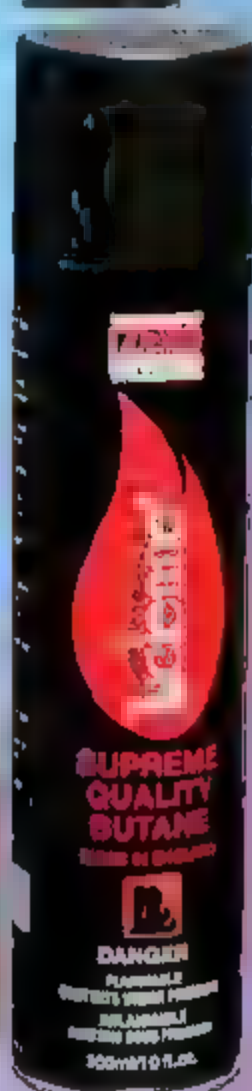
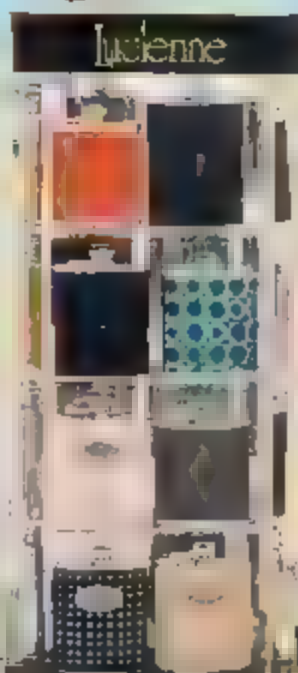
RYO Machines



Powermatic II

CIGARETTE INJECTOR

...using it is as easy as 1 2 3

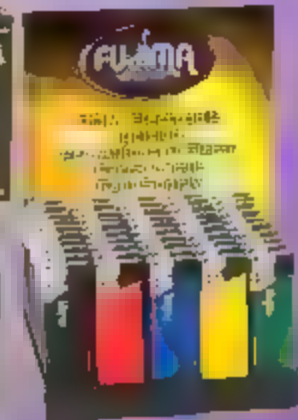
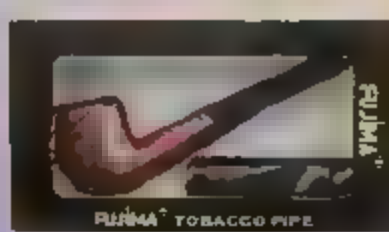


East West Trading Corp. Ltd.

Importers • Exporters • Distributors

Phone: 800-621-3635 • Fax: 855-900-4848

www.FujimaUSA.com • www.Lucienne.com



Pipes • Butane • Cigarette Machines • Flasks • Postal Scales • Cigar Cutters • Wine Accessories • Tobacco Grinders



## ► B2 Hookah's Improved B2 Coal Tray

B2 Hookah has incorporated a number of design improvements in its patent pending B2 Tray Version 2.

This sleek two-piece coal tray is made out of 5052 Aluminum and finished with our aerospace anodizing. It has a bottom tray which is a solid, durable stamped piece that fully catches and holds falling ash and an intricate cut top tray design which allows for air and proper ventilation of the charcoal. The inner circle opening is wide

enough to fit over most hookah bowls where it can be used to put fresh charcoals on top from the burner and easily place it over onto the tray.

The tray measures 11-1/4 inches, while the insert grill measures 9 1/4 inches. A wide variety of color options are available: black base with gold or black inserts, or red, gold, blue, or bronze bases with black or gold inserts. Suggested retail is \$54.99.  
**B2 Hookah, Burbank, Ca.,** Tel: (844) 580-4800, Email: sales@B2Hookah.com, Web: B2Hookah.com.



## ► Holger Dankse Mixtures Available from Laudisi

Laudisi Distribution Group, Inc., now offers four Holger Dankse pipe mixtures produced by Planta Tabak of Berlin, Germany. Each is packed in 50gm tins, and bears a suggested retail price of \$10.50.

Black & Bourbon features double fermented black Cavendish and toasted Burley for a balanced, mellow smoke, with "just the right amount of Bourbon whiskey to emphasize its best qualities."

Daily Mixture is a mellow blend with just the right amount of sweetness, featuring special Virginia and Burley grades matured under high pressure.

Mango and Vanilla contains slightly toasted Virginias and Burleys for a mellow, with, yes, just the right amount of tropical Mango and a hint of Vanilla.

Original Orange is a mellow blend of Virginias with a hint of black Cavendish and a subtle orange note, delivering an easy, lightly aromatic smoke.

**Laudisi Enterprises, Inc.,** Little River, S.C., Tel: (843) 491-4150, Email: Sales@laudisi.com, Web: laudisi.com.

## ► Elegant New Pearl Pipes from Vauen

Answering the style-conscious pipe smoker's desire for very elegant models, Vauen Pipes, which is celebrating its 170th anniversary in 2018, has created a brilliant series of new Pearl pipe designs that feature a glossy black surface that contrast in sleek aesthetic balance with the bright maple rings found both on the rim of the bowl and on the end of stem. In all, six different shapes are offered, and each features a white dot that Vauen traditionally uses to distinguish very exclusive pipes that

feature elaborate workmanship, down to the smallest details. For the perfect pairing, suggest a tin of Vauen's anniversary tobacco, 170 Jahre Vauen,

a unique mixture featuring a high proportion of golden Virginia tobaccos seasoned with Cube Cuts, nutty Burley, and wholehearted Black Cavendish with the addition of spicy fresh rosemary and lemon aroma delivering a discreet, masculine and herbal room fragrance.

**Vauen Pfeifen & Filter, Nuremberg, Germany,** Email: info@vauen.de, Web: vauen.de; distributed by F&K Cigar, Saint Louis, Mo., Tel: (314) 423-1968, Email: gezvan@fk cigar.com, Web: fk cigar.com.



## ► Conical Pipe Cleaners from Peterson

Peterson of Dublin offers 6-inch tapered (conical) pipe cleaners made from unbleached cotton with stiff wire center to allow for easy passage through the mouthpiece while cleaning. Made in England, 50 cleaners are packaged in a resealable bag with UPC code.

**Ashton Distributors, Inc., Philadelphia, Pa.,** Tel: (215) 676-3330.





# GET FIRED UP



## FIRST THE RALLY, THEN THE FIGHT

This July, join forces with your fellow tobacconists in Las Vegas. Get fired up with the education, connections and inspiration you need to ignite new business and fight stifling regulations.

- 🔥 Hot new products from nearly 300 exhibitors
- 🔥 Networking receptions, breakfast meetings and a special evening event
- 🔥 Retailer seminars, engaging speakers and important legislative discussions

**Register today at [ipcpr.org](http://ipcpr.org)!**

INTERNATIONAL PREMIUM  
CIGAR & PIPE RETAILERS

**IPCPR.ORG**

**JULY  
13-17  
2018**

86<sup>TH</sup> ANNUAL CONVENTION &  
INTERNATIONAL TRADE SHOW  
**LAS VEGAS  
CONVENTION  
CENTER**





## ► Henry Clay Rustic Cheroots Launched Nationally by Altadis U.S.A.

Altadis U.S.A. has expanded into national distribution Henry Clay Rustic Cheroot, the heritage brand's third and latest extension of the modern Henry Clay lineup.

Rustic Cheroot is a small, robust, fuller-bodied cigar that follows in the traditions set by the previous Henry Clay Tattoo and Henry Clay Stalk Cut releases. It is offered in a single 5 5/8 x 38 size, presented in 20-count boxes and retailing for \$4.25 per stick.

Traditionally, cheroots refer to a smaller, thinner cigar featuring two open ends. The Henry Clay Rustic Cheroot is a modern variation of this classic variety, adding a pigtail cap and closed foot. The cigars are crafted from a blend of filler tobaccos from the Dominican Republic typically known as capa dura, derived using only the finest "reborn" tobacco leaves, producing a rich, stronger blend, with an exceptionally rustic complexity of flavor. A Honduran binder and a broadleaf wrapper finish the blend.

Altadis says Rustic Cheroot is "an exciting, new way to familiarize contemporary connoisseurs with the iconic Henry Clay banner," which been in use for over a century and a half.

**Altadis U.S.A.**, Ft. Lauderdale, Fla., Tel: (954) 772-9000, Web: [altadisusa.com](http://altadisusa.com).



## ► United Cigars Adds Jose Dominguez Signature Series

United Cigars has announced the addition of the Jose Dominguez Signature Series Cigars, manufactured at Magia Cubana factory in Santiago, Dominican Republic, to their portfolio effective immediately.

Dominguez he has been blending and producing nationally-recognized brands for other companies for over two decades, explains Oliver Nivaud, director of sales at United Cigars, but has now crafted a cigar under his own name for the U.S. market.

Signature Series offers a complex layer of rich caramel and coffee notes on the Natural blend and warm, sweet wood notes on the Maduro. The Signature Series is a blend of Dominican tobaccos and Pennsylvanian Broadleaf bound by a luscious Ecuadorian Connecticut wrapper on the Natural. The Maduro uses a Mexican San Andres wrapper blended with Nicaraguan and Dominican leaves. Both Signature Series blends are available in five sizes, presented in high quality lacquered wood boxes of 20: 5 x 50 Grande, 5 x 50 Gordito, 6 x 60 Gigante, 6 x 44 Fino, and 6 x 52 Belicoso. Suggested retail prices range from \$5.89 to \$6.99 per stick.

**United Cigar Group**, Nashua, N.H., Tel: (603) 891-4022, Web: [Unitedcigargroup.com](http://Unitedcigargroup.com),

## ► Kafie 1901 Cigars Debuts Boutique Bundles

Honduran cigar maker Kafie 1901 Cigars has begun shipping its new line of hand-made, boutique bundle cigars, exclusive to brick and mortar retailers. Both the Kafie 1901 Liga de Casa and San Jerónimo lines are offered in natural and maduro versions, individually cello wrapped in 20-count cello bundles.

Kafie 1901 Bundles / Liga de Casa (house blend), feature a Honduran and Nicaraguan filler blend, a Honduran binder, and either a medium-bodied Ecuadorian Habano or medium-full-bodied San Andres Maduro wrapper, offered in five sizes: 6 x 60, 6 x 54, 7 x 50, 5 x 56, and 5 x 50. The Maduro 6 x 54 is also available exclusively in a box pressed format.

San Jerónimo Bundles also feature a Honduran and Nicaraguan filler blend, Honduran binder, paired with either an Ecuador Habano wrapper or Ecuador Maduro wrapper, both medium-bodied blends. Both blends are available in three sizes: 6 x 60, 6 x 54, and 5 x 50.

Both lines are made from mixed filler tobacco, with ■ full-length ligero leaf, double full-leaf binder, and ■ high quality natural or maduro wrapper. "You will not believe the flavors in these cigars," says company founder and owner Dr. Gaby Kafie. We have set out to create the best boutique bundles in the industry." The cigars have a suggested price from \$3 to \$4 each, before taxes.

All Kafie cigars are crafted by Cuban-trained rollers at the company's own factory, Tabacalera G. Kafie y Cia, in Danli, El Paraiso, Honduras, and draw tested for quality.

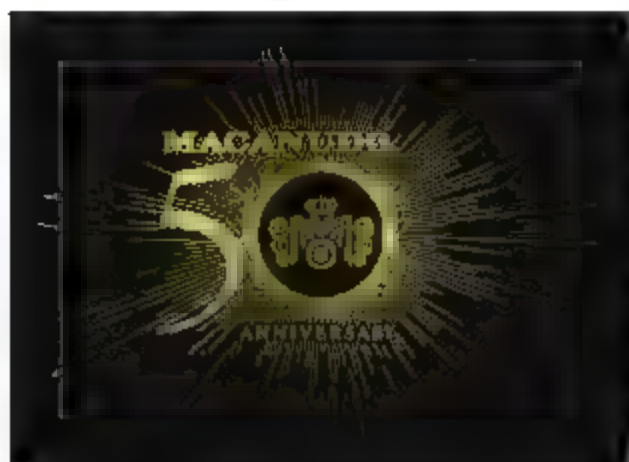
**Kafie Trading Company LLC**, Cutler Bay, Fla., Tel: (305) 255-6368, Email: [info@kafie cigars.com](mailto:info@kafie cigars.com). Web: [kafie cigars.com](http://kafie cigars.com)





## ► Macanudo Marks 50th Anniversary with Launches, Events, and Promos

When General Cigar Company purchased the Temple Hall Cigar Factory in Kingston, Jamaica, in 1968, the company also acquired Macanudo, a small hand-made cigar brand that was being produced just for the British market at the time. The brand commemorates its 50th anniversary in 2018, and throughout the year General Cigar will unleash a flurry of activity to mark the milestone and "usher in



its next 50 years," including "exciting and unexpected" new product launches, special events, as well as retail promotions that kicked off under the banner of "The 50 Days of Macanudo."

Jose de Castro, vice president of marketing said, "In the 50 years since its launch, Macanudo remains one of the world's most respected and best-selling handmade cigar brands. This is because Macanudo has always focused on deliv-

ering the best and most consistent experience to the cigar smoker. More recently, we took a bold step to evolve the brand by introducing the Inspirado line in the U.S., amped up our retail and consumer promotions, and contemporized our logo and packaging. The result has been nothing less than a renaissance for the brand." De Castro promised many additional developments in the future.

All boxes of Macanudo cigars made in 2018 will be affixed with commemorative gold guarantee seals. Special wooden signs and shelf talkers have also been supplied to cigar shops nationwide earlier this year.

The "50 Days of Macanudo" consumer promotion runs through May 21, during which Macanudo fans can upload photos of their most memorable Macanudo moments to the brand's website ([macanudo.com/50](http://macanudo.com/50)) and automatically be entered into win Macanudo-branded merchandise ranging from coolers to lighters, ashtrays, hats, wall signs and other limited-edition items. Also during this time period, brick and mortar retailers who purchase any of the Macanudo promotions available at that time are automatically entered to win a \$500 credit to be used toward future purchases of Macanudo cigars.

## ► Cheyenne Adds Sweet Mint Cigars

Cheyenne International has added Sweet Mint Cigars to its flagship Cheyenne Cigars line, adding value to the brand lineup by creating a diverse taste profile for adult cigar consumers and adding an incremental sales opportunity for retailers. Created from a blend of high-quality cigar tobacco, Sweet Mint is "the perfect balance of fresh mint taste and a touch of sweetness to achieve the unmatched smoking experience that the Cheyenne Cigar brand is known for."

"Developing products that fit the unique market needs of our adult consumers is important to our business," says David Scott, c.e.o. of Cheyenne International. "Developing those products and being able to provide our retailers with items that keep their OTP category profitable is also imperative. We're excited that our new addition, Cheyenne Sweet Mint Cigar, hits the mark on both fronts."

Cheyenne Sweet Mint Cigars are available in 20-cigar hard packs.

**Cheyenne International, LLC**, Grover, N.C.,  
Tel: (704) 937-7200, Web: [cheyenneintl.com](http://cheyenneintl.com).



## ► 30 Years of Avo Cigars Celebrated with Avo Improvisation 30 Years

Avo Cigars is celebrating its 30-year milestone throughout 2018 with the sixth release of the Avo Improvisation Series, the **AVO Improvisation 30 Years**, which is also the first release in the Avo 30 Years Collection.

Limited to only 3,400 boxes worldwide, this special release emerges from an "improvised" blend based on the renowned Avo Classic No. 3, utilizing the same wrapper leaf from Ecuador, but Dominican binder and filler tobaccos that differ from the original blend, allowing for a "remarkable progression in both flavor and complexity." Further building exclusivity is the sleek white lacquered boxes, inspired by the textures from Avo Uvezian's hallmark hat and white linen suits.

The Avo Improvisation 30 Years comes in a 7 1/2 x 50 Double Corona format, presented in 25-count cedar boxes. Suggested retail is \$16 each.

"The Avo Improvisation 30 Years release strikes two major chords: it commemorates the foundation of the AVO brand and builds on its mission to continue delivering harmonious and noteworthy cigar experiences consistently, as it has for the last 30 years."

**Davidoff of Geneva USA**, Pinellas Park, Fla., Tel: (727) 828-5400,  
Web: [davidoff.com](http://davidoff.com), [avocigars.com](http://avocigars.com).





## Royal Agio Cigars USA Named Distributor of Avanti Cigar Company Brands

Royal Agio Cigars USA and Avanti Cigar Company have announced an exclusive distribution agreement that became effective April 1st, 2018, whereby Royal Agio Cigars USA now markets, sells, and distributes the Parodi, Avanti, Denobili, Petri, Ramrod, and Kentucky Cherokees cigar brands in the United States. The agreement expands Royal Agio Cigars' portfolio of machine-made cigar offerings beyond its own Panther and Mehari's premium cigarillo brands, and expands Avanti Cigar Company's reach across broad channels of tobacco distribution. Both companies each have over a century of cigar-making heritage.

"The addition of these uniquely positioned cigar brands, based on premium Kentucky fire-cured tobacco blends, will help us more effectively meet the growing consumer and retailer demand for high-quality, differentiated cigar products and experiences," said George Margioulka, president of Royal Agio Cigars USA.

Luciano Simeone, chief operating officer for the 106-year-old Avanti Cigar Company which is based near Scranton, Pa., added, "Although our brands have been available in the U.S. for up to over a century now, we feel strongly that there is continued opportunity to introduce and broaden the appeal of our brands to cigar smokers. Partnering with Royal Agio Cigars USA will help provide our portfolio of brands with the additional resources necessary to broaden distribution and strengthen our overall presence in the marketplace."

All trade and consumer inquiries for Avanti Cigar Company brands should be directed to Royal Agio Cigars U.S.A., the recently established U.S. division of Duizal, Holland-based Royal Agio Cigars.

**Royal Agio Cigars U.S.A.**, Bradenton, Fla., Tel: (941) 896-6969, Email: [Orders@agiocigarsusa.com](mailto:Orders@agiocigarsusa.com), Web: [avanticigar.com](http://avanticigar.com), [agiocigars.com](http://agiocigars.com).

## Swedish Match Adds White Owl Spiked Lemonade Cigarillos

Debuting in plenty of time for summer sales, Swedish Match has extended its White Owl brand with White Owl Spiked Lemonade cigarillos, a new Limited Edition flavor of the company's mild-bodied cigarillos featuring a natural light wrapper and FoilFresh packaging, with each pouching containing two cigarillos. According to ■ company statement, the new variety is "a little bit sweet, ■ little bit tart, and a whole lot of delicious." White Owl Spiked Lemonade cigarillos are shipping now in "2 for 99 cents," "2 for 1.49," and "Save on 2" formats. Self-displaying countertop POS cartons each contain 30 pouches.

**Swedish Match North America**, Richmond, Va., Tel: (804) 787-5100, Email: [customer.service@smna.com](mailto:customer.service@smna.com), Web: [smna.com](http://smna.com), [whiteowlcigar.com](http://whiteowlcigar.com).



## Villiger Cigars Releases its First Full-Bodied Handmade Premium: Villiger La Vencedora

Villiger Cigars kicked off 2018, which is the company's 130th anniversary year since its founding, with the launch of Villiger La Vencedora, Spanish for "the victor," which carries a special meaning for Heinrich Villiger, the company's chairman of the board. It was time, in Villiger's opinion, to



push the envelope and create a legacy cigar that would serve as a proper follow-up to the highly acclaimed Villiger La Flor De Yncian brand, and complete Villiger's handmade premium cigar portfolio. The company, known mostly for creating premium machine manufactured cigars, has made a significant splash in the handmade premium market in the past several years.

Villiger La Vencedora is a Nicaraguan puro featuring a Nicaraguan Habano Oscuro wrapper leaf and boasting a potent full-bodied smoking experience featuring highly seasoned, hearty flavors. It is the first-ever full-bodied hand made, premium Villiger cigar.

Rene Castañeda, president of Villiger Cigars North America, stated, "We as ■ team feel that the Villiger La Vencedora is a palate-pleasing, full-bodied yet elegant cigar that will satisfy the cigar connoisseur as well as the casual smoker."

Villiger La Vencedora launches in three sizes: Robusto (5 x 50), suggested retail \$9 each; Toro (6 x 50), \$9.50 each; and Churchill (7 x 50), \$10 each.

**Villiger Cigar North America**, Charlotte, N.C., Tel: (704) 597-0416, Email: [info@villigercigars.com](mailto:info@villigercigars.com), Web: [villigercigars.com](http://villigercigars.com).



## ► NyB Launches Furia Cigars

NyB Cigars (Nadir y Bohue Pte. Ltd.), the exclusive international distributor of A.J. Fernandez and dh Boutique Cigars, has announced the international launch of Furia Cigars, a new brand from dh Boutique Cigars envisioned by Sandro Stroili and produced by A.J. Fernandez Cigars in Nicaragua. The brand stands as a tribute to the myth of the "furies of the underworld," symbolically echoing their power, according to a company statement.

Furia is rolled with a medium- to full-body blend of Nicaraguan fillers and binders principally from the Esteli, Condega, and Ometepe regions, finished with an "enigmatic viso leaf grown outside Nicaragua [that] brings a distinctive personality to the tastes and aroma," according to NyB Cigars' International Sales Director Steven Kron. The wrapper is a Habano Oscuro from the Jalapa Valley, and all tobaccos have been aged from three to six years. Tasting notes describe a "notable aromatic richness and a well rounded character" Furia Cigars are available in three sizes, presented in hinge-lid solid wood boxes of 10 cigars and adorned with color-coded wool yarn bows rather than traditional bands: Aleto (56 x 4 1/2), with a twilight blue bow; Megaera (54 x 5 1/2), with a Pompeii red bow; and Tisiphone (58 x 6 1/2), with a saffron orange bow.

**NyB Cigars, Singapore, Email: [info@nybcigars.com](mailto:info@nybcigars.com), Web: [nybcigars.com](http://nybcigars.com).**



## ► General Cigar Co. Launches Macanudo Inspirado Red

The evolution of General Cigar Co.'s Macanudo brand continues with the launch of Macanudo Inspirado Red, a fiery new addition to the top-rated Inspirado portfolio.

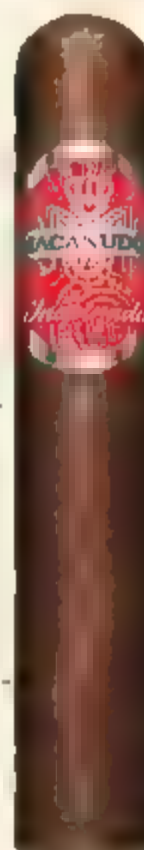
This bold, full-bodied offering represents the marriage of rich volcanic soil and profound aging techniques to achieve unmatched strength and refinement.

José de Castro, vice president of marketing for General Cigar's Macanudo brand said, "As we celebrate the 50th anniversary of Macanudo, we created Macanudo Inspirado Red to speak to the brand's unique ability to adapt to the preferences of today's cigar lovers. Nicaraguan cigars are hot right now. With Inspirado Red, we show how nimble the brand can be by introducing a unique, Nicaraguan-forward blend to the line, while highlighting the expertise of the torcederos from our cigar factory in Esteli."

Macanudo Inspirado Red features a blend of mature tobaccos including twelve-year aged Nicaraguan Ometepe, ten-year aged Honduran Jamastran, and five-year-aged Nicaraguan Esteli, surrounded by a hearty Nicaraguan Jalapa binder and an Ecuadorian Habano ligero wrapper. According to de Castro, the blend delivers enticing notes of pepper and spice, "transcending the experience of Central American tobaccos to the point of sublime."

Handcrafted at STG Esteli in Nicaragua, the line is available throughout the U.S. in all channels, debuting with three frontmarks, each presented in 20-count Cuban dress boxes: Robusto (5 x 50 box pressed), \$6.49 each suggested retail; Toro (6 x 50), \$6.99 each; and Gigante (6 x 60), \$7.49 each.

**General Cigar Co., Glen Allen, Va., Tel: (804) 935-2809, Web: [cigarworld.com](http://cigarworld.com).**



## ► Davidoff Selección 702 Limited Edition Returns

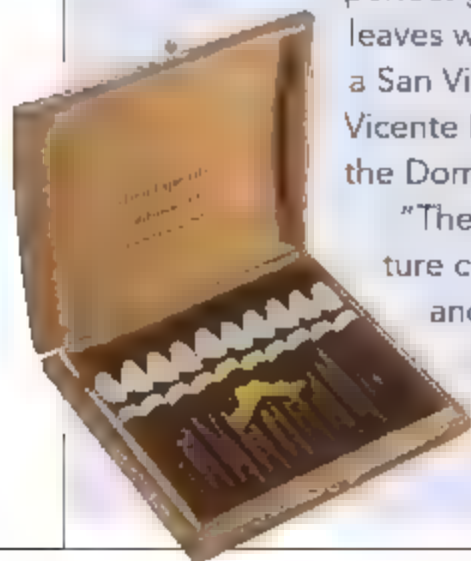
Davidoff Cigars has extended the five-cigar 702 Series it launched last year with a very limited re-release of the Selección 702 Limited Edition—a Toro Especial format (6 5/8 x 48) that inspired the 702 Series.

Launched globally in 2009, the Davidoff Selección 702 was the first release bearing the proprietary Davidoff 702 Habano wrapper from Ecuador, and it quickly became a sought-after collector's item. In celebration of its 50th anniversary, Davidoff is offering American consumers exclusively the opportunity to rediscover this cigar. Only The Davidoff Selección 702 will be available on the US market in May 2018. Only 2,000 boxes will be available, although all other existing 702 Series cigar formats will still be offered through selected licensed dealers, Davidoff depositories, and flagship stores.

The 702 Habano wrapper was created by Davidoff agronomists and grown exclusively for the brand at the Finca San Juan, in the Ecuadorian province of Cotopaxi where the nutrient-rich volcanic soils and persistent cloud coverage offer perfect growing conditions that deliver incredibly rich and intense leaves with a silky texture. The rest of the 702 Series blend comprises a San Vicente Seco binder from the Dominican Republic, and San Vicente Ligero, Piloto Seco, Piloto Ligero, and Olor Seco fillers from the Dominican Republic.

"The proprietary Davidoff 702 wrapper, combined with the signature creaminess of the Davidoff filler, offers an incredibly smooth and intense taste experience," explains Edward Simon, head of global marketing and innovation at Oettinger Davidoff AG.

**Davidoff of Geneva USA, Pinellas Park, Fla., Tel: (727) 828-5400, Web: [davidoff.com](http://davidoff.com).**





## ► New Maui Pineapple Limited Edition Cigarillos from Swisher Sweets

Maui Pineapple is the latest Limited Edition blend from Swisher Sweets. "We love all things tropical, and nothing brings the island vibes quite like the taste of juicy, sweet pineapple," states the manufacturer of the new offering. This latest limited-edition variety comes in a freshness-guaranteed resealable two-count pouch, available at three price points: "Save on Two," "Two for 99 cents," and "Two for \$1.49." Self-displaying countertop POS cartons each contain 30 pouches.

**Swisher International Group, Inc.**, Jacksonville, Fla., Tel: (800) 874-9720, Email: [contactus@swisher.com](mailto:contactus@swisher.com), Web: [swishersweets.com](http://swishersweets.com).



## ► El Artista Debuts Promotional Goods for Big Papi by David Ortiz

Dominican Republic cigar maker El Artista Cigar has announced new SKUs for the retail promotion of the Big Papi by David Ortiz cigar brand.

The first, titled Big Slugger, is a baseball-shaped figurado cigar in a keepsake box with a large display window. Featuring two different wrappers with the familiar Big Papi blend, the cigar can be smoked or displayed. Made in the Dominican Republic, Big Slugger retails for \$45.

The second is a Big Papi-branded cigar humidor that holds up to 50 cigars. The piece is offered in two SKUs: empty at an MSRP of \$120, or filled with 20 cigars at an MSRP of \$330. The humidor is made in the Dominican Republic.



"We wanted to produce items that really stand out," says Radhames Rodriguez, President of El Artista USA. "Anyone can make a hat or lighter in China. This is something special," says Kevin Newman National Sales Director, "We launched both the Big Slugger and Humidor at Tobacco Plus Expo in Las Vegas and it was a huge hit with premium cigar retailers!"

Tabacalera El Artista S.R.L. started operations in Tamboril, Dominican Republic in 1956 and produces millions of cigars each year and distributes throughout Europe, Canada, United States, and Asia. Additionally, the company manages farms in the Caribbean and South America where it grows premium tobacco leaf which it utilizes in its proprietary blends as well as sells to top cigar manufacturers in Central America and the Dominican Republic.

**El Artista Cigar / Tobacco & Cigar Distribution**, Doral, Fla., Tel: (786) 452-9603, Web: [elartistacigars.com](http://elartistacigars.com), [tobaccoandcigar.com](http://tobaccoandcigar.com).

## ► Black Works Releases Limited Event-Only Green Hornet, Killer Bee Editions

Black Works Studio has released a pair of available exclusively at select BLK WKS retailer events: Green Hornet Kato and Killer Bee Lonsdale, both hand crafted in Esteli, Nicaragua at Fabrica Oveja Negra.

"We are very excited to launch these new additions to the Killer Bee and Green Hornet lines," said James Brown, creator of Black Works and owner at Fabrica Oveja Negra. "These cigars will be released as event-only, in very limited quantities. Both of these cigars are unique versions of the original blends and highlight the creativity of our factory. I wanted something special for our retailers who support us with events and these two cigars are exactly that."



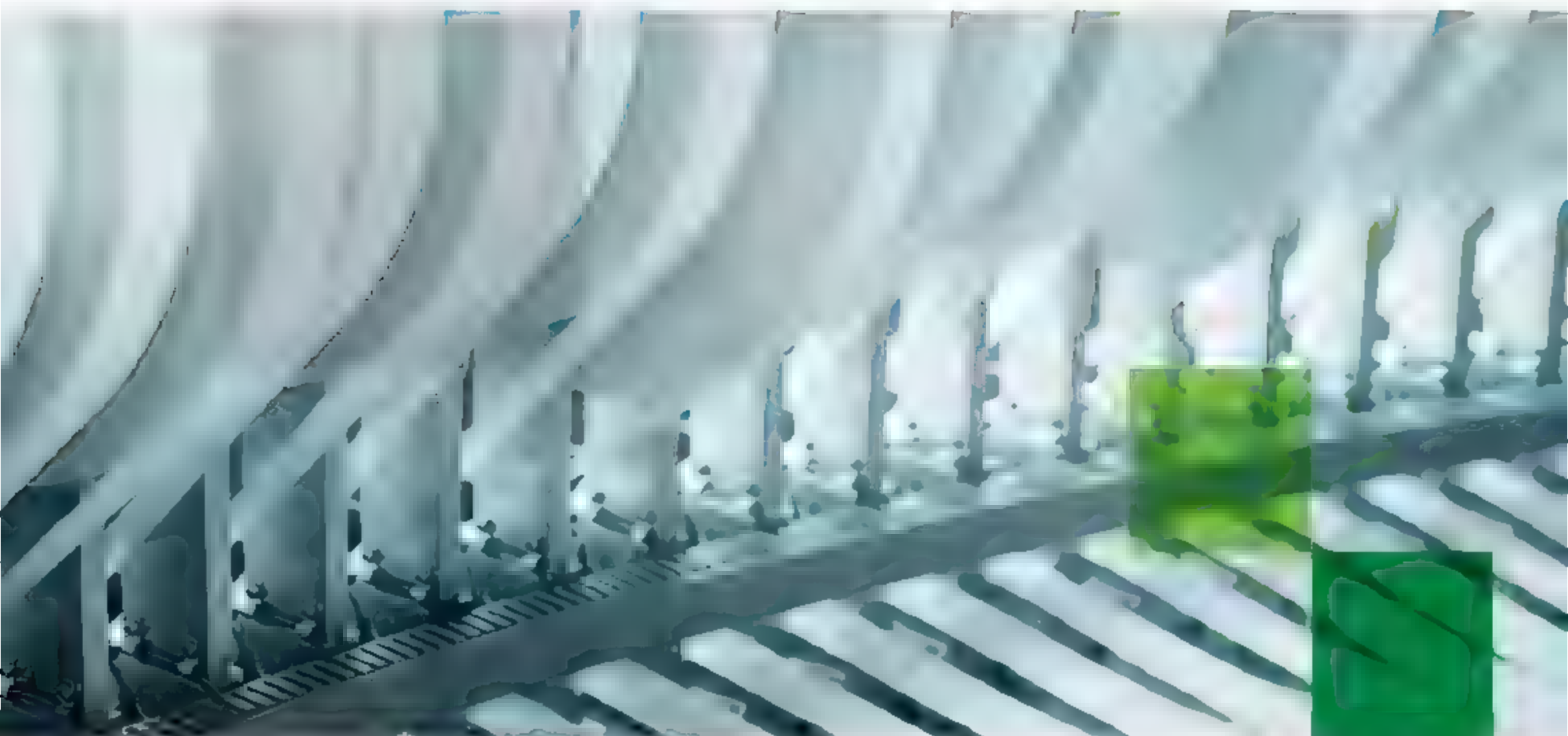
Green Hornet Kato is a Petite Corona (4 1/2 x 46) featuring Nicaraguan filler, a Nicaragua Habano binder, and Ecuador maduro wrapper with a Candela swirl cap and closed foot. It's presented in 20-count boxes, suggested retail \$9.50 per stick.

Killer Bee Lonsdale (6 1/2 x 42) is rolled from Nicaragua filler, Nicaraguan Habano binder, and an Ecuador Maduro wrapper with a Connecticut linear cap. Suggested retail is \$9 each, presented in 20-count boxes.

**Black Works Studio**, Cameron, Texas, Tel: (210) 317-1198, Email: [info@BlackLabelTrading.com](mailto:info@BlackLabelTrading.com), Web: [blacklabeltrading.com](http://blacklabeltrading.com); distributed by **Boutiques Unified**, Tel: (856) 692-7425, Email: [info@BoutiquesUnified.com](mailto:info@BoutiquesUnified.com), Web: [boutiquesunified.com](http://boutiquesunified.com).



**YOUR CUSTOMIZED  
ROLLING PAPERS  
PRODUCER SINCE 1910**



Roll4You, s.r.o. is a leading private label rolling paper supplier to the global market. The company combines 150 years of cigarette paper making with the latest production processes, top technology, and co-operation with international tobacco companies.

The company's factory in the Czech Republic is situated in the beautiful foothills of the Jeseníky Mountains in North Moravia. This mill with three paper machines was founded in 1861. The mill is fully upgraded and continually invests in the latest R&D facilities to improve its expertise. Environmental compliance is of prime importance and quality systems are certified with ISO 9001 and ISO 14001. Additionally, the raw materials responsibly sourced and certified by PEFC and FSC – Chain of Custody.

Roll4You has been a rolling paper specialist since 1910, producing customized products. Customers can choose

from regular to slow burning cigarette paper grades, made from a choice of fibres - wood, textile, mixed cigarette paper - in various weights, ranging from 12 g/m<sup>2</sup> up to 23 g/m<sup>2</sup>. All in all, over 30 paper grades are at your disposal to choose from. And a rolling paper is not complete without an excellent gum - Acacia or other Natural gums.

Finally, your brand in rolling papers can be produced in a complete line of sizes, such as:

- **Shorts**
- **Shorts Cut Corner**
- **Shorts Double Window Booklets**
- **1 1/4, 1 1/2**
- **King Size Slim**
- **King Size Regular**
- **Rolls**

You can find more information at [www.roll4you.com](http://www.roll4you.com)  
or contact directly [roll4you@delfortgroup.com](mailto:roll4you@delfortgroup.com)



# Product **SHOWCASE** >>> GIFTS & ACCESSORIES

## >Colibri Add Colored Blade Models to S-Cut Cigar Cutter Series

The original S-Cut cigar cutter from Colibri featured a matte black body, brushed stainless steel blades, and a choice of six different accent colors on the cutter ends. Now, the S-Cut has added three additional models that switch up the visual appearance with cutter blades that have been vibrantly color-coated with a non-stick, easy-to-clean silicone-based lacquer in a choice of black, red, or blue, each



paired to all-black bodies. All S-Cut cutters are contoured for beauty and ergonomics, feature a spring-loaded release and precision guiding system that ensures the primary blade meets the stationary second blade with nearly zero gap, ensuring a crisp cut. **Colibri**, New York, N.Y., Tel: (212) 308-2441, Email: [jmiudo@colibri.com](mailto:jmiudo@colibri.com), Web: [colibri.com](http://colibri.com).

## > Dual Flame Le Grand S.T. Dupont

S.T. Dupont has released the industry's "first true luxury lighter featuring both a soft double flame and torch flame in a single case," Le Grand S.T. Dupont lighter range. Cigar



smokers no longer have to choose which type of fire to take with them thanks Dupont's dual flame lighter technology.

Le Grand S.T. Dupont is only slightly larger than the company's Line 2 lighter, so it still fits comfortably in one's pockets, while its flip-top lid features the same iconic "cling" sound. A soft double flame gently heats a cigar, ignited as usual by spinning the roller bar, while the wind-resistant torch flame—activated by pushing the roller upwards—helps to light a cigar in a perfect circle or when conditions are too challenging for a soft flame.

The new series is entirely hand crafted in France with precious materials and specific know-how of natural lacquering and guilloche techniques. The lighter is available in a choice of three separately-priced finishes: palladium with black natural lacquer; patterned palladium; and yellow gold with sunburst brown lacquer, retailing from \$1,295 to \$1,695 each.

**S.T. Dupont**, Paris, France, Web: [st-dupont.com](http://st-dupont.com); distributed by **Davidoff of Geneva USA**, Pinellas Park, Fla., Tel: (727) 828-5400, Web: [davidoff.com](http://davidoff.com).

## >Cigar "Airliner" Cabinet Trolley Humidor from Adorini

The Cigar Cabinet Trolley from Adorini Humidors is an original, high-quality aviation trolley converted in Germany to a fully functioning humidor, with several added twists. Each unit is elaborately veneered using the genuine cedar wood from original habanos boxes, so the combined artwork of premium Cuban cigar brands like Cohiba, Montecristo, Partagás, Bolivar, and Hoyo de Monterrey, just to name a few, adorn the inside and outside, ensuring that no two cabinets are the same, each piece is absolutely unique. To guarantee the perfect micro-climate inside, each 800-cigar-capacity humidor is equipped with the Adorini Cigar Heaven, a capacitive sensor electronic humidification system that can regulate moisture levels indefinitely, ensuring perfectly conditioned cigars. The humidor is also equipped with LED lighting, while an integrated tray allows cigar to be served alongside accessories such as cutters and lighters. Two drawers offer spacious storage for accessories.



**Adorini Humidors**, Cologne, Germany, Tel: +(49) 221 8000 94-26, Email: [info@adorini.com](mailto:info@adorini.com), Web: [adorini.com](http://adorini.com).

## >Colibri Daytona Single Jet Lighters

The Colibri Daytona is inspired by the thrilling and precise action of auto racing. Built using state-of-the-art technology, the Daytona powers a robust single jet flame, ignited by the single-action push trigger on the right. The flame is fueled by the large reservoir on the left, which is positioned vertically to increase overall fuel capacity to 50 percent above Colibri's average single jet lighter, requiring less frequent refuels. The tank is also reflectively tinted blue for quick fuel level readings.



A large, bottom-mounted spiraled brass fuel adjuster makes flame adjustment nearly effortless. Eight finishes are available: black, brushed gun-

metal, brushed chrome, red, blue, green, yellow, and orange. Includes a fit box and two year warranty. Suggested retail, \$59. **Colibri**, New York, N.Y., Tel: (212) 308-2441, Email: [jmiudo@colibri.com](mailto:jmiudo@colibri.com), Web: [colibri.com](http://colibri.com).





## >Davidoff Introduces Stylish, High-Performance Travel Humidors

Davidoff teamed up with Marcello Bottino, an Italian designer and craftsman specializing in innovative textile design and advanced materials and techniques, to create the Davidoff Travel Humidor, an innovative humidor for aficionados seeking a more stylish way to travel with their cigars. Made in Italy from durable, laminated lightweight textiles with welded construction and a tight-sealing magnetic clasp system to maintain ideal internal humidity levels, the units feature a removable internal "smart tray" crafted with "high fabric waves" for cigar crush protection and covered with a soft fabric to preserve their delicate wrappers. Included is the Davidoff humidification system, featuring a color-coded hygrometer for quick and easy humidity level readings, that releases moisture slowly and evenly, keep cigars fresh for about three weeks. Three designs are available: **Explorer**, available in Alcantara and jeans fabric to appeal to young, urban explorers; **Outdoor**, available in leather and canvas, rugged materials that will evolve with time; and **Business**, available in leather and wool for a more formal, but still edgy, style. Each Travel Humidor has two pockets, located under the flap, to store accessories. Suggested retail, \$350.



**Davidoff of Geneva USA**, Pinellas Park, Fla.,  
Tel: (727) 828-5400, Web: [davidoff.com](http://davidoff.com).

## >Purofine High Performance Premium Butane from Xikar

This potent, breakthrough formula of butane was developed for use in high-altitude regions where oxygen is less abundant, causing degraded lighter performance. However, Xikar Purofine High Performance Premium Butane may also be used in low-altitude regions to rejuvenate older lighters with diminishing flames, increasing flame height to original performance levels. Over time, burner valves may become clogged, causing lower flame heights, but this mixture of butane provides an additional boost to help clean out those built-up impurities in the gas line and burners to achieve taller and stronger flames. It is available in an 8oz can, suggested retail \$12.99.

**Xikar, Inc.**, Kansas City, Mo., Tel: (816) 474-7555,  
Email: [info@xikar.com](mailto:info@xikar.com), Web: [xikar.com](http://xikar.com).




**HANDCRAFTED  
in U.S.A.  
SINCE 1869**



An

# AMERICAN LEGEND



## MISSOURI MEERSCHAUM CORN COB PIPES

- Wide selection of popular styles
- Quality old world craftsmanship
- Sweet smoking and long lasting



**MISSOURI MEERSCHAUM  
Company** The Original and Only Manufacturer of Missouri Meerschaum  
Corn Cob Pipes

400 W. Front Street • PO Box 226  
Washington, MO 63090 • 800-888-2109  
[pipes@corncobpipe.com](mailto:pipes@corncobpipe.com)



# Advertiser **INDEX** >>> & MERCHANDISE LISTING GUIDE

ADVERTISER	Page	ADVERTISER	Page
Alliance Cigar	37	Klafter's, Inc.	18
Arango Cigar Co.	11	M&R Holdings, Inc.	
Bahama Mamas Cigars	19	Dean's Cigars	C2
Business Control Systems	20	Dean's Pipe tobacco, Farmer's Gold premium pipe tobacco	3
Cattle Baron Cigars	C3	Missouri Meerschaum Company	
Cherokee Tobacco		Corn cob pipes	10, 49
Cherokee large cigars, cigarettes, pipe tobacco; Palmetto	17	Native Trading	9
Cigar Rights of America	35	Nicopure Labs	
delfortgroup	7, 25, 47	Evo premium e-liquid	5
Dunbarton Tobacco and Trust	13	Rouseco, Inc.	
East West Trading Corp.		Golden Harvest pipe tobacco	21
Lucienne, Zippo, Fujima lighters	39	Sublimes Cigars	C4
IPCPR	41	Sutliff Tobacco Co.	
Island Lifestyles Importers		pipe tobaccos	23
Tommy Bahama cigar accessories, Island Lifestyle cigars	16		

## SMOKESHOP MAGAZINE is the Tobacco Retailer's Merchandise Connection

Need your own copy of Smokeshop? Subscribe to the print edition today starting at only \$24 per year for six issues. International delivery is also available. Visit [smokeshopmag.com](http://smokeshopmag.com)



[SMOKESHOPMAG.COM/SUBSCRIBE](http://SMOKESHOPMAG.COM/SUBSCRIBE) OR CALL 1-800-766-2633





# CATTLE BARON

## *Cigars*

### RATINGS

Cigar Authority: Stockyard **90**

Cigar Coop: Stockyard **91**

Kaplowitz: Trail Boss **A-**  
Bull **A-**

Smoke Magazine: Trail Boss **93**



*The Spirit of the Old West Still Burns...*

FOR SALES AND PRODUCT INFORMATION PLEASE CONTACT:

Phone: 1 (406) 925-1416 • Email: [bryanmussard406@gmail.com](mailto:bryanmussard406@gmail.com)



The image shows three cigars lying diagonally across the frame. They have light blue paper with gold lettering and decorative scrollwork. The word 'Sublimes' is prominently displayed in a large, stylized font. Below it, in smaller text, is 'FINE BOUTIQUE BRAND CIGARS'. At the top of the label, 'JAROMIRSKI & CO.' is visible. The cigars are wrapped in dark brown, textured material.

The Exquisite Taste of  
Authentic Rosado

Sublimes Cigars